

**Washington Health Alliance  
Board of Directors**

**MINUTES  
January 27, 2015**

**Board members present:** *Don Antonucci, EJ Blanchfield (phone), Dr. John Espinola (phone), Dr. Al Fisk, Dr. David Grossman, Tom Hunt (phone), Fred Jarrett, Greg Marchand, Dr. Peter McGough, Larry McNutt, Yvonne Peters, Tom Richards, Nancy Steiger, Dorothy Teeter, Caroline Whalen*

**Board members absent:** *Leanne Bough, Dr. Jeff Collins, David Hansen, Charissa Raynor, Ron Sims,*

**Staff present:** *Susie Dade, John Gallagher, Nancy Giunto, Emily Inlow-Hood, Teresa Litton, Jennifer Loyd, Natasha Rosenblatt*

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**Call to Order**

Caroline Whalen called the meeting to order at 2:35 p.m. Nancy Giunto introduced Kisha-Marie Schnereger who is a temporary employee hired to assist in the office while we are reorganizing the administrative position. Ms. Whalen recognized and congratulated Dr. David Grossman on his appointment to Vice Chair of the U.S. Preventive Services Task Force.

**Consent Calendar**

The Board unanimously approved all consent calendar items: approval of the December 4, 2014 Executive Committee meeting minutes; approval of the December 9, 2014 Board of Directors meeting minutes; remove Dr. Ed Wagner of Group Health from the Quality Improvement Committee.

Ms. Whalen suggested Dr. Wagner be invited to the next All Alliance meeting to recognize his years of service and contributions to the Washington Health Alliance.

**Executive Director's Report**

Nancy Giunto gave the highlights of her Executive Director report. She also relayed that the All Alliance meeting is on Thursday, January 29 and that the Alliance will be unveiling three new reports at the meeting. Dr. Peter Rutherford of Confluence Health will be calling in to the meeting in consideration of becoming an Alliance member. Dr. Al Fisk offered to contact Dr. Rutherford to further the relationship.

The Board requested an update on Milliman's progress. Ms. Giunto stated there are significant and ongoing issues with Milliman's timeliness, which holds up production and output of Alliance reports. Mark Pregler has instituted a new tracking tool/dashboard that shows the timeline of each data step: when data suppliers submit, Milliman's production and when data is available to the Alliance. This dashboard will be shared at each Board meeting. Due to the critical nature and time sensitivity of this ongoing issue, Larry McNutt volunteered to contact three of the principles at Milliman.

**Annual Board Evaluation Survey**

Ms. Whalen announced the institution of a new, annual board evaluation that was approved by the Executive Committee. The evaluation will be conducted via online survey. The results will provide a baseline on the Alliance Board's growth and development over time. Ms. Giunto emphasized the importance of the feedback and requested all Board members participate. The survey was well-received by the Board and was unanimously approved. The survey link will be emailed to each Board member with responses requested in two weeks to allow time for review before the March Board meeting.

**Statewide Core Measure Set on Health Care Quality and Cost**

Susie Dade reported on the Washington State Common Measure Set for Health Care Quality and Cost. Creation of the measure set was established as part of legislation passed in 2014. The Health Care Authority contracted the Alliance to facilitate and staff three workgroups; the Alliance hosted 24 workgroup meetings (eight each) with 35 people involved between June and December 2014. The meetings focused

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on prevention, acute care and chronic care. Workgroup members reviewed hundreds of measures before narrowing their recommendations to 52 measures.

The intended uses of the measure sets are to establish a baseline and common way to track health and healthcare performance over time. The goal is that all payers, providers and large purchasers will focus on the 52 measures with the concept to drive a different level of performance than what we are seeing. Many of the measures are currently in use while others are new. The new measures will need to be programmed and will be released in the 2015 Community Checkup, which is likely during the fourth quarter of 2015.

The Board discussed how these measures might be built into contracting, either between purchasers and their health plans and/or between health plans and provider organizations. The Board also discussed how data/results will be collected for public reporting. Ms. Dade offered to make herself available to answer detailed questions.

**2015 Strategies and Direction**

Ms. Giunto reviewed a final draft of the Alliance's 2015 key strategies and objectives. Ms. Giunto highlighted those areas where the Board's feedback from its December discussion had been incorporated into the final draft. The Executive Committee has reviewed the document and recommends Board approval.

Ms. Whalen asked about the revenue goals and membership growth. Emily Inlow-Hood explained we are configuring Salesforce, our current customer relationship management system, to help us manage the work and meet the goals. A mini-grant received by George Washington University is underwriting the costs of a vendor to assist in the design. The CRM allows information to be easily tracked.

A motion to approve the 2015 Strategies and Direction document was offered and the Board unanimously approved.

**Membership Recruitment and Retention Update**

John Gallagher outlined that \$171,000 has been raised towards its \$250,000 goal of new members. With three additional commitments from Children's Hospital, the City of Kirkland and Limeade, we are within \$55,000 of our goal.

Cultivation is underway with Greg Marchand having presented a customized report for Microsoft, which was well-received; the Alliance has been invited to Washington County's Insurance Fund's Board meeting on March 12; Ms. Giunto and Ms. Teeter have been in communication with Confluence Health, as well as, Ms. Giunto communicating with Washington Federal; meetings are planned in March with Whatcom, Skagit, and Spokane in conjunction with the Community Checkup, which will include medical group reporting. Don Antonucci and Mr. Marchand volunteered to assist in recruiting Fred Hutchinson Cancer Research Center to become a member. Efforts have been made to connect with The Doctors Clinic in Kitsap but they have not been receptive to date. The next step is to prioritize the prospect list. Mr. Gallagher emphasized that the Board is encouraged to volunteer with outreach.

Mr. Gallagher reported that recruiting materials are being created and will be complete in March. Mr. Marchand volunteered to assist with the recruitment materials.

The Alliance staff gave kudos to Dr. Grossman and Ms. Teeter for their efforts to secure new members.

**Legislative Update**

Ms. Giunto reminded the Board that the Legislative Affairs Subcommittee was created and has been active. Ms. Giunto shared the work plan for the Subcommittee which includes insuring that legislative

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priorities established by the Board are a part of the bill and hiring a lobbyist. The Subcommittee has a phone call each Wednesday at 5:00 to talk about session progress.

Two bills were introduced, one in the House and one in the Senate. The Governor's Office was a half-step ahead of the Coalition for Health Care Cost Transparency and Regence and Premera in getting legislative introduced as Governor Request legislation before all were in agreement. Ultimately, all stakeholders agree on the language in HB 1437. The difference between the House and Senate bills are that the House Bill describes much more clearly the way that the Alliance will access data as a private entity. This is obviously very important to that our organization maintains its independence as a 501(c)3 entity.

Sustainability of the All Payers Claim Database (APCD) continues to be a major outstanding issue. The Governor's Office and other stakeholders are unwilling to request a fiscal note given the major budget challenges this year around transportation and education. The projections the Alliance prepared for the Office of Financial Management on a grant deliverable suggest the Alliance will need \$2.2M for each of the first four, full years of operation to stand up the APCD. In addition, the projections showed that a major portion of revenue available to the Alliance would come from report sales to purchasers. Current bill language will make this difficult to realize.

If legislation passes, the lead organization will be selected by an RFP no sooner than July 15, 2015. WHA will act as a stewardship in the meantime. Ms. Dade said one of the biggest challenges with the legislative language is it really limits what can be done with the data. The Board gave kudos to Ms. Giunto for her efforts. She will continue to update the Board.

**Executive session was declined and the meeting adjourned at 4:20 p.m.**

*Respectfully submitted by Jennifer Loyd*

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Larry McNutt  
Secretary