

**Washington Health Alliance
Board of Directors Retreat**

**MINUTES
July 28, 2015**

Board members present: *Don Antonucci, Leanne Bough, Dr. John Espinola, Dr. Al Fisk, Tom Hunt, Fred Jarrett, Tandy Kooch-Cleaver, Greg Marchand, Dr. Pete McGough, Larry McNutt, Steve Mullin, Charissa Raynor, Dr. Paul Sherman, Nancy Steiger, Dorothy Teeter*

Board members absent: *Dr. Jeff Collins, Yvonne Peters, Ron Sims, Caroline Whalen*

Staff present: *Ellen Chatel, Susie Dade, John Gallagher, Nancy Giunto, Justin Hart, Emily Inlow-Hood, Teresa Litton, Jennifer Loyd, Adria Moskowitz-McNamara, Mark Pregler*

Call to Order

Board Chair Larry McNutt called the meeting to order at 2:35 p.m. He introduced Erin Welch of the Alliance's CPA firm, Jacobson Jarvis. He requested any conflicts of interest with the meeting agenda be voiced. Tandy Kooch-Cleaver identified a possible conflict given United Healthcare's ownership of Optum Insight, a potential bidder for the WA-APCD lead organization.

Consent Calendar

The Board unanimously approved consent calendar items including: approval of minutes of the June 30, 2015 Board of Directors retreat; (see below for approval of the 2015 Q2 Financial Reports); approval of minutes of the July 16, 2015 Executive Committee meeting; accept the resignation of Tom Richards of Alaska Air from the Board of Directors

Financial Review Report Presentation

Erin Welch of Jacobson Jarvis shared that the Alliance has a very clean 2014 review. The results reflect positively on the Alliance. Ms. Welch reported there were no significant changes in entries, significant updates or adjustments. She also stated there were no material modifications that needed to be made to the financials or the accompanying financial statements based on the financial report shared with the Alliance Board in December.

Nancy Giunto recognized the hard work throughout the year to ensure this type of review. Board Chair Larry McNutt opened the floor to questions from the Board.

A Board member asked about internal controls. Ms. Welch stated that review of internal controls was not done in 2014 but occurred during the 2013 audit. Nancy Giunto and Jenn Loyd confirmed that modest recommendations implemented from the 2013 audit as well as all other internal controls remain in force.

Another Board member asked about the choice of review versus audit, as well as the regularity of outside accounting analysis. Ms. Welch said that to this point, these have been Alliance decisions. An increase of revenue above a threshold of \$3M and federal grants that contain certain criteria may require an annual audit versus a financial review.

The Board unanimously approved the final Consent Calendar item: approval of the 2015 Q2 Financial Reports.

**Washington Health Alliance
Board of Directors Retreat**

Executive Director Report

Executive Director Nancy Giunto reported on many items, including:

- Local outreach efforts and member recruiting (in particular, Board Members were asked to contact Ms. Giunto if they have a relationship with Expedia leaders);
- Revamping the Community Check-up Website;
- Statewide expansion efforts, including her trip to eastern Washington with the Chamber of Commerce;
- The move to make our work more actionable and more relevant to stakeholders, for example, a recent Purchaser Affinity Group presentation on Variation in Case Prices;
- Working on financial sustainability;
- Choosing Wisely;
- A preference-based value tool developed by Jim Andrianos and the Alliance (this tool may present a possible new revenue stream; and,
- We are operationally fully staffed with the addition of:
 - Aaron Starr, Business Manager
 - Justin Hart, Information Analyst
 - Sakshi Jain, Provider Information Specialist

Announcements:

- Susie Dade mentioned that work on the Patient Experience Survey is progressing. 140,000+/- patient surveys will be mailed in early September prior to the next Board meeting.
- Pete McGough mentioned that Alliance staff leadership on the Quality Improvement Committee (QIC) will transition from Susie Dade to Teresa Litton. Dr. McGough thanked Ms. Dade for her tremendous contributions; Ms. Dade has provided staff support to the QIC for almost ten years.
- Larry McNutt recognized that this will be Jennifer Loyd's last meeting with the Board. He thanked her for her outstanding support during her time at the Alliance.

Member Recruitment and Retention Update

John Gallagher presented a PowerPoint Presentation. The Alliance exceeded the 2015 new member revenue goal of \$250,000. Funding from the Oregon Purchasers Association represents \$50,000 which will not be ongoing funding beyond 2015.

Mr. Gallagher presented a list of prospective members and Board volunteers and asked for new Board volunteers where no Board member is identified. He also asked that if anyone has a connection to Tree Top or Janicki Industries to let him know.

Mr. Gallagher presented the concept of a tailored recruitment strategy that will be used to approach each prospective member. Although the strategy will be somewhat individualized, each will contain the same elements including: the board sponsor's name, the industry and company background, the reason for targeting, the membership category and potential membership contribution, previous recruiting efforts, with whom we will meet and why, the Board member commitment and key messages. Targeted packets will be developed for each meeting.

Mr. Gallagher concluded his conversation by talking about industries in which the Alliance is interested in expanding, like construction, technology, education, apparel (like Tommy Bahama and Brooks that are based in this region).

**Washington Health Alliance
Board of Directors Retreat**

Board members asked a number of questions about specific target companies who are not yet members including large health systems (like Fred Hutch), Costco, Amazon, and Microsoft. Members of the Board and Alliance staff shared some history associated with approaching these organizations. The group discussed the fact that health care costs are not the most pressing issue for some of these organizations and also that the value of an Alliance membership for multistate and international companies needs to be clearly thought out and articulated.

The meeting adjourned to Executive Session at 3:20 p.m., with a focus on continued strategic planning.

Respectfully submitted by Adria Moskowitz-McNamara

Larry McNutt
Chair