

Washington Health Alliance
Board of Directors Retreat

MINUTES
September 22, 2015

Board members present: *Leanne Bough, Dr. Jeff Collins, Dr. John Espinola, Dr. Al Fisk, Tom Hunt, Tandy Kooch-Cleaver, Greg Marchand, Larry McNutt, Steve Mullin, Dr. Paul Sherman, Ron Sims, Nancy Steiger, Caroline Whalen*

Board members absent: *Don Antonucci, Fred Jarrett, Dr. Peter McGough, Yvonne Peters, Charissa Raynor, Dorothy Teeter*

Staff present: *Jim Andrianos (Consultant), Susie Dade, John Gallagher, Nancy Giunto, Justin Hart, Emily Inlow-Hood, Teresa Litton, Adria Moskowitz-McNamara, Mark Pregler, Natasha Rosenblatt, Aaron Starr*

Call to Order

Larry McNutt called the meeting to order at 12:19 pm. Mr. McNutt recognized there was a quorum present to hold the meeting and requested Board Members to voice any conflicts of interest with the meeting agenda. There were no conflicts of interest. Mr. McNutt then asked everyone around the table to talk about the most important thing they wanted to accomplish at the retreat.

Consent Calendar

The Board unanimously approved all consent calendar items including, approval of the July Board meeting minutes.

Membership Survey Feedback and Action Steps

John Gallagher shared results from the first Alliance Membership Survey. The Survey response rate was 12.5% and was designed to learn what each Alliance Member values and finds frustrating. Overall, 94% of the respondents were either satisfied or very satisfied with their involvement in the Alliance. The top two reasons for membership include:

- We can only improve health care by working together and not in separate silos.
- I believe in the mission and vision of the Alliance.

The survey respondents also told us there are opportunities to improve. Common themes include:

- The Alliance isn't bold enough.
- Reports are hard to use.
- The data are old.
- There are not enough networking opportunities.

Mr. Gallagher led the Board in a conversation about action steps from the report. These items include reaching out to individuals who expressed dissatisfaction; continue to focus on making reports more actionable; renew emphasis on personal connections with members and developing deeper connections within organizations. Addition actions include: improve the member "on boarding" process; consider more opportunities for networking; and consider requiring respondents to provide names in future surveys.

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Presentation of User Preference Composite Measure Tool

Nancy Giunto and Susie Dade presented background on the User Preference Composite Measure Tool and how it fits into the Alliance's strategy for extending the use of our data and creating a new revenue stream. This tool allows an individual or company to compare a number of measures against one another, resulting in a composite, weighted average of what is most important.

Jim Andrianos presented an evaluation tool developed by his company, Calculated Risk, Inc. He illustrated the versatility of the tool using Community Checkup data plus data from other health care sources.

The Board supported further development of this tool. A recommendation was made to research the marketplace for other tools of this type. It was also recommended that the tool be developed for one audience at a time and that the user interface and literacy issues be addressed before launching the tool.

Strategic Planning: Evaluate and Prioritize Alternatives

The Board had a very thorough conversation about each of the three potential scenarios and the variety of alternatives for each.

The Board gave direction based on the Strategic Alternatives presented at the retreat and coalesced around Alternative 1B, Alliance with WA-APCD Subsidiary. The Board supported applying for the lead organization role for the WA-APCD provided the RFP content and the organizational structure required by the state support this overriding foundational statement:

The Alliance must remain a strong and independent organization, relevant to its members, regardless of whether it is selected as the mandated WA-APCD Lead Organization or not.

Following a ranking exercise by the Board, Nancy Giunto shared the staff's recommendation, which matched the Board's choice of Alternative 1B. She further described the staff's analysis of the various alternatives.

The Board talked about the upcoming WA-APCD RFP and the guidelines that should be considered as the Board Subcommittee evaluates the recommended response. The most important considerations in assessing the upcoming WA-APCD RFP are the following (roughly in this order):

1. Alignment with the mission, vision and strategic priorities of the Alliance.
2. Ability to maintain a strong, independent organization that is not overly burdened with the perception of being "an arm of state government." Noting, a public-private partnership is strongly preferable to a strictly vendor relationship. The Board recognized the need to protect Alliance intellectual property.
3. Financial sustainability of the Alliance and the WA-APCD is a high priority consideration. The Board recognized the need to protect Alliance financial assets.
4. The Alliance must have ready access to all of the data necessary to support its work and to respond to other data requestors to drive health care transformation.

Chairman McNutt asked the Board members to complete meeting evaluation surveys.

The meeting adjourned at 4:02 p.m.

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Respectfully submitted by Adria Moskowitz-McNamara

Larry McNutt
Chair