

**Puget Sound Health Alliance  
Board of Directors**

**MINUTES  
October 29, 2013**

**Board Members Present:** *Dr. Al Fisk, Lindsay Geyer, Dr. David Grossman, David Hansen, Steve Hill, Tom Hunt (via phone), Florence Katz, Dr. Pete McGough (via phone), Larry McNutt, Charissa Raynor, Tom Richards, Ron Sims, Dorothy Teeter, Caroline Whalen, Diane Zahn (via phone)*

**Board Members Absent:** *Dr. Mark Adams, Dr. Jeff Collins, Dr. David Fleming, Beth Johnson, Greg Marchand, Rich Maturi, Yvonne Peters*

**Guests:** *Jennifer DeYoung (delegate for Dr. Fleming)*

**Staff Present:** *Wendy Cox, Susie Dade, Jim Gallagher, Teresa Litton, Jennifer Loyd, Mary McWilliams, Mark Pregler, Natasha Rosenblatt, Maria Wood*

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**Call to Order**

Caroline Whalen called the meeting to order at 2:30pm.

**Consent Calendar**

Ms. Whalen noted that Kendall Hodson's name was incorrect in one instance of the September Board retreat minutes and that the October 17 Executive Committee meeting minutes were missing a header. Both minutes were unanimously approved.

**Executive Director's Report**

Mary McWilliams gave the Board the opportunity to ask about the Executive Director's written report.

**Alliance Logo and Roll-Out Plan**

John Gallagher gave an overview of the statewide expansion and name-change communication plans.

Unveiling "Washington Health Alliance" as the Alliance's new name will coincide with the release of Community Checkup results in December. The Alliance is entirely relaunching the Alliance website to make it more interactive and user-friendly. In addition, the Community Checkup site will be tweaked to reflect the new name change, as well as the addition of county-level data.

Mr. Gallagher reviewed the Alliance's plan to reach stakeholders outside of the Puget Sound region. Stakeholders throughout the State will receive the Community Checkup report even though the data is regional. The Alliance will conduct in-person meetings with providers, purchasers, regional health improvement collaboratives and others operating outside of the Puget Sound region before releasing the reports. Mr. Gallagher shared the message the Alliance plans to communicate to these key constituents and explained how the statewide expansion dovetails with the creation of a new data center. He gave a recap on how the Alliance will reinforce the messages through op-eds in select markets.

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Mr. Gallagher showed the Board a prototype logo design. Some Board members indicated that the “H” is not apparent at first glance. Mr. Gallagher will ask the designers to create a prototype that will make the “H” stand out more clearly.

**Data Center Grant**

Ms. McWilliams reviewed deliverables for the Office of Financial Management (OFM) that were part of the grant application. She reviewed the Alliance’s role for the data center at this point in the discussions with OFM. She also explained that access to the data would not be open-ended but subject to guidelines developed by a multi-stakeholder group. The Alliance is working on moving forward, managing expectations and anticipating issues. The target date to sign a statement of contract between the Alliance and OFM is the end of November. The Board discussed specifics on sustainability of the data center after the grant expires in two years, IT infrastructure, specifics on data access, and the legislative process. Ms. McWilliams shared key issues for consideration and the Alliance’s current perspective.

Board members representing plans mentioned concern over requirements for data specifications and timeframes that deviate from standard practices. Ms. McWilliams read comments from Board members representing Regence BlueShield and Premera Blue Cross who could not attend the meeting in-person. She reported that Rich Maturi from Premera expressed concern that the data center may distract the Alliance from its current work.

The Board consented to empowering the Executive Committee to approve a contract with the OFM in November with the provision that Alliance staff will keep the Board informed via email and retain the option of a full Board call. Ron Sims motioned for the Board to allow the Executive Committee to send a summary of the contract to the Board outlining key points and deliverables, giving the Board the opportunity to give feedback, then empowering the Executive Committee to sign the contract. The motion was seconded and unanimously approved.

Ms. McWilliams gave a recap of Washington State’s consideration of introducing legislation for an APCD, including a mandate for claims submission. The Alliance would serve as a nonpartisan expert and contract with the State as a trusted third party entity to give transparency on cost, price, utilization and quality. She noted that Dr. Grossman and Ms. Teeter also serve on the steering committee for the grant. She emphasized the importance of multi-stakeholder participation and input, especially because a legislative solution to collect data is likely needed in order to secure access to pricing data. Ms. McWilliams has cautioned the State against moving too quickly to a legislative option and has offered technical assistance through AF4Q on legislation from other states, including how they have set up policies, their procedures for access to the data, and how they govern data oversight.

**2014 Plan and Budget**

A revised annual plan was included in the Board packet, and Susie Dade will send a redline version to Board members upon request so that they can see where changes were made. Feedback from the September Board retreat has been incorporated into the plan. The plan contains four pillars of activity listed in order of priority. Ms. Dade asked the Board to contact her with feedback.

Ms. Dade reviewed expense and revenue assumptions in the 2014 budget. She projected that the Alliance would be over budget and would need to use reserves in 2014; however, the Alliance has been conservative in revenue projections and aggressive in expense projections for the last three years resulting in more favorable results than budgeted. Ms. Dade asked for

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the Board's initial reaction to using up to \$400,000, 15% of current reserves, in 2014 in order to invest in the growth of the Alliance.

The Board discussed the risks and opportunities of using 15% of reserves for statewide expansion and responding to the data center grant. The consensus was that positioning ourselves as a partner with the state and expanding statewide is a good investment. The question was raised whether a more realistic budget was possible to reduce reliance on reserves, given the Alliance's past performance. Ms. Dade will review all assumptions again before submitting a final version for Board action in December.

**Patient Experience Survey**

Ms. Dade reviewed the Patient Experience Survey and reported that it is on schedule and that a third wave of surveys will get sent in early November 2013. She reported that some safety-net clinics may be under-represented because of lower response rates from Medicaid patients and because many of the safety net clinics' clients are uninsured, which will be rectified when more people are insured through the Affordable Care Act.

**The meeting adjourned to Executive Session at 4:30pm**

*Respectfully submitted by Wendy Cox*

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Lindsay Geyer  
Secretary

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Date