

**Washington Health Alliance
Board of Directors**

**MINUTES
December 9, 2014**

Board members present: *Don Antonucci, Leanne Bough, Dr. Jeff Collins, Dr. John Espinola, Dr. Al Fisk, Dr. David Grossman, David Hansen (phone), Tom Hunt (phone), Fred Jarrett, Greg Marchand, Rich Maturi, Dr. Peter McGough, Yvonne Peters (phone), Charissa Raynor, Tom Richards, Dorothy Teeter (phone), Caroline Whalen*

Board members absent: *EJ Blanchfield, Florence Katz, Larry McNutt, Ron Sims, Nancy Steiger*

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

Call to order

Caroline Whalen called the meeting to order at 2:30 p.m. Ms. Whalen invited the board to recognize outgoing board members Rich Maturi and Florence Katz's service to the Alliance and to welcome Dr. John Espinola as Mr. Maturi's replacement.

Consent calendar

The board unanimously approved all consent calendar items: approval of the October 28, 2014 board meeting minutes; accept the resignation of Rich Maturi of Premera Blue Cross from the board; accept the resignation of Florence Katz from the board; accept the appointment of Dr. John Espinola of Premera Blue Cross to the board; remove Holly Wright from the Consumer Engagement Committee (CEC); add Ron Hart of Aon Hewitt to the CEC; remove Dr. Veronica Hooper of MultiCare Health System from the Quality Improvement Committee (QIC); add Dr. Bruce Gregg of MultiCare Health System to the QIC; and add Dr. Zak Ramadan-Jradi of MultiCare Health System to the Health Economics Committee.

Executive Director's report

Nancy Giunto gave the Executive Director report highlights and noted that the nominating committee and legislative subcommittee had meetings in late November and early December. The report included a membership recruitment and retention update, a description on efforts underway to connect the Alliance's work with consumers, statewide expansion, legislative affairs and operational issues. Ms. Giunto recognized the board for its efforts to recruit and retain members. She also emphasized the importance of board assistance in membership relationships and outreach.

Ms. Giunto commented that the Alliance hopes to be named as the lead organization if legislation passes for an All-Payer Claims Database (APCD) that meets the criteria for success approved by the board. She asked board members who cannot support this direction for any reason to share their thoughts with her before January 2015.

Reserve use policy

The board reviewed text changes to the Alliance's current reserve use policy and were asked to approve the changes. The board unanimously approved the revised board policy.

2015 budget

Susie Dade presented the final draft 2015 budget and projected 2014 year-end financials. She pointed out differences between the current 2015 proposed budget and the earlier draft discussed with the board in October. The differences include, but are not limited to:

- Provider fee increases will occur all in 2015 rather than spread over a two year period. (Note: Fee increases for other stakeholder groups are spread over a two year period.)
- Ms. Dade corrected an error in the 2015 salary expenses line.

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- The expense line for consultants was increased as a placeholder in anticipation of unexpected projects.

ACTION: The board formally approved the 2015 budget to include the following revenues and expenses. The budget includes a projected net income of (\$178,134) and the board approved use of reserves to balance the budget as needed up to this amount.

Revenues:

Item	Amount
Contributed Support	\$2,231,843
Grants and Contracts	\$885,000
Other	\$4,700
Total	\$3,121,543

Expenses:

Item	Amount
Salaries and Related	\$1,769,897
Corporate Business	\$1,218,920
Occupancy and Related	\$180,480
Meetings and Travel	\$57,600
Staff Development	\$26,000
Other	\$46,780
TOTAL	\$3,299,677

2015 strategic direction and goals

Ms. Giunto presented a draft document that included proposed strategies and associated objectives for the Alliance in 2015 based on the board-approved 5 year strategic plan. She invited the board's active involvement and said that the Alliance's activities will flow from these strategies and objectives. The board had a lengthy discussion and offered numerous suggestions that were recorded by staff and will be incorporated into an updated document and shared with the board at the January 2015 meeting. Based upon board's direction, the three key strategies for 2015 will include:

- Enhance the Alliance's position as a state and national thought leader in improving health care value including transparency of health care quality and price.
- Enhance the Alliance's core competency as a data aggregator, analytics provider and information producer.
- Diversify revenue and grow Alliance membership to ensure the resources and stakeholder base and support are in place to accomplish the work of the Alliance.

Specific objectives and key milestones for each strategy will be discussed at the next board meeting. Final approval of the 2015 plan will occur at that time.

Membership recruitment and retention update

John Gallagher gave a membership update that included:

- An update on board commitments for membership outreach.
- Reviewing next steps for recruitment, including deliverables.
- Keeping the momentum going.

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He outlined the importance of increasing membership and recapped the prospective membership table. He asked the board to continue their good work in identifying ways to help build relationships with potential members. Recent successes include an invitation to give a presentation to the Association of Washington Cities (AWC) and recruiting the City of Kirkland as a member. He also shared that funding from the Robert Wood Johnson Foundation grant is enabling the Alliance to upgrade its constituent relationship management (CRM) database and develop recruitment materials.

The Alliance staff gave kudos to Ms. Whalen for her efforts to secure several members. Mr. Gallagher said membership recruitment and retention will be an ongoing board discussion and that the next steps are:

- Prioritize our recruitment list by putting best prospects, strongest relationships first.
- Complete the CRM development and production of recruitment materials.
- Continue growing the prospective member list, particularly targeting purchasers and provider organizations.

The meeting adjourned to executive session at 4:20 p.m.

Respectfully submitted by Wendy Cox

Larry McNutt
Secretary

Date