

**Washington Health Alliance
Consumer Engagement Committee Meeting
March 12, 2014**

SUMMARY NOTES

- Location:** Alliance Office
- Committee Members Attending:** Brooke Bascom, *King County*
Susan Callahan, *Washington State Medical Association*
Beth Droppert, *Allied Health Advocates*
Sarah Greene, *PCORI*
Cherish Hart, *American Heart Association (via phone)*
Gail Kouame, *National Network of Libraries of Medicine*
Ellen Jensen, *retired, UW Computing & Communications*
Sherry Reynolds (via phone)
- Committee Members Absent:** Cynthia Bush, *American Cancer Society*
Vazaskia Caldwell, *Washington State Health Care Authority*
Shelley Cooper-Ashford, *Center for MultiCultural Health*
Leslie Larson, *Larson Marketing and Communications*
Stephanie Magill, *CMS*
Will Micelli, *FlexMinder*
Helen Nilon, *Behavioral Health*
Stan Sorscher, *SPEEA*
- Staff and Guests Present:** Sofia Aragon, *Washington State Nurses Association (via phone)*
Megan Aukema, *Aukema and Associates (via phone)*
Bill Brunkhorst, *Pfizer*
John Gallagher, *Washington Health Alliance*
Michelle George, *PEBB (via phone)*
Maggie Noonan, *Merck & Co.*

Welcome & Introductions

Sarah Greene welcomed the group and facilitated introductions. The CEC approved the previous meeting summary.

Own Your Health: ROI Grant Study

Mr. Gallagher provided the results of a study of the ROI on Own Your Health, funded through a grant from the Robert Wood Johnson Foundation.

The Alliance studied the impact of Own Your Health on the King County employee population, where the campaign was initially launched. The goal of the study was to determine two things: how

much the campaign would have cost if it had been conducted through a communications agency, and what the actual ROI was on the campaign for King County.

To measure the first element, the Alliance assigned a price to each communication deliverable in the campaign. Large projects, such as production of videos was amortized across all purchasers, as potential clients of the campaign. Over the course of one year, King County was determined to have received approximate \$21,000 in goods and services from the Alliance, as a benefit of membership.

The second element was more difficult to determine. The Alliance conducted a baseline survey of King County employees at the time the campaign launched in September 2011. A survey conducted last November found little or no movement in attitudes or reported behavior. The Alliance also conducted a focus group with King County employees. That group was familiar with the messages from the campaign, but had no awareness of the Own Your Health Brand. However, the campaign messages had clearly penetrated, demonstrating value within the context of King County's overall effort. Using an ROI value based on a meta-analysis of ROI studies, the Alliance assigned a roughly 3-1 return on investment for the campaign.

Discussion followed about the conundrum of engaging employees and the value of the Own Your Health brand. Questions were raised about the need to brand the campaign separately, with the acknowledgment that unbranded information can help grow understanding.

Your Voice Matters

The second patient experience report was released by the Alliance at an All-Alliance meeting in February. The report, which was issued under the name Your Voice Matters (which was selected by the CEC), shows some movement among medical groups in the region. For the first time, the survey included Medicaid patients, but the response rate from this group was so low that not many safety net clinics were included in the final results.

Statewide Expansion Plan

Mr. Gallagher noted that the Alliance was waiting to see if legislation for an APCD would pass in the current session. Work on the data center grant from CMS was continuing apace.

Choosing Wisely

Mr. Gallagher provided a brief update on the Choosing Wisely campaign. A Choosing Wisely toolkit was distributed to employers at the Purchaser Affinity Group meeting in February, with several expressing interest in joining the campaign.

Wrap Up

The next scheduled CEC meeting will be a teleconference on April 9, from 10 am to 11 am.