

**Washington Health Alliance
Consumer Engagement Committee Meeting
April 20, 2017**

SUMMARY NOTES

Location: Alliance office (and webinar)

Committee Members Attending:
Cynthia Eichner, *American Cancer Society*
Michelle George, *PEBB*
Sarah Greene, *Health Care Systems Research Network*
Andrew Radolf, *retired, UNESCO*

Committee Members Absent:
Julie Bannester, *CMS*
Janie Hanson, *SEIU*
Ellen Jensen, *retired, UW Computing & Communications*
Carolyn Martin, *National Libraries of Medicine, UW*
Sherry Reynolds
Stan Sorscher, *SPEEA*
Janna Wilson, *King County*

Staff and Guests Present
Megan Aukema, *Aukema and Associates*
Casey Calamusa, *Washington Health Alliance*
John Gallagher, *Washington Health Alliance*
Nancy Giunto, *Washington Health Alliance*
Milana McLead, *WSMA*
Amy Jo Stolmeier, *Loft9 Consulting*

Welcome & Introductions

John Gallagher and Sarah Greene welcomed the group and facilitated introductions. Previous meeting minutes were approved.

Discussion: Committee name change

The committee continued its discussion about whether to change the committee name from Consumer Engagement Committee to Consumer Education Committee. Among the points listed in favor of a name change:

- Engagement was only used because it was a requirement of RWJF at the time
- Education is more reflective of what the committee actually does
- Education implies information and resources are available on demand, when needed by the consumer
- Members not in attendance had also previously voiced support for the change
- No objections were raised to the term education.

A motion was made to change the committee name to the Consumer Education Committee, which was seconded. The name change will be presented and recommended for approval to the Alliance Board of Directors, and the committee charter will be reviewed and updated as necessary.

Discussion: Review of 2017 Alliance goals

Discussion focused on highlighting goals relevant to the CEC and how the committee can support them. Areas of potential committee engagement and support include ongoing communication of Alliance websites; continued support of HCA's Healthier Washington; contributing to three significant projects that drive action; and educating consumers.

Mr. Gallagher shared the Alliance's planned shift to parsing reports and information into smaller segments for bigger impact, including rethinking how to explain the background behind the data to consumers. The Alliance is currently working on Choosing Wisely results, and using Milliman's Health Waste Calculator to quantify waste, which should provide a good opportunity for communication. It was noted that Virginia has identified many millions of dollars in waste using the calculator.

Committee members were informed that the Patient Experience Survey is also being launched this year, and also that the Alliance is working this year to report on pricing data.

Ms. Greene requested that at the next meeting, the committee look for opportunities to collaborate with the QIC and HEC.

Discussion: Taking infographics to the next level

Mr. Gallagher presented examples of infographics selected by Aukema and Associates, and members discussed which they liked and why. Mr. Gallagher proposed that moving forward, the committee select several topics that affect large amounts of people and release results periodically with infographics attached. There was broad agreement to change the focus to educating people who may be thinking about the issue, rather than just illustrating the results.

The committee agreed that infographics are an important entry point, but they should be part of a larger strategy that also offers more in-depth education opportunities for consumers.

Updates

Two committee members have changed organizations and will no longer be attending. PEBB will be promoting Own Your Health in their June newsletter. The American Cancer Society will be co-hosting a Washington HPV roundtable on May 23, aimed at developing a strategy for increasing HPV vaccine rates.

Wrap-up

The next committee meeting will be May 18th. Members are welcome to attend all meetings in-person.