

**Washington Health Alliance  
Consumer Engagement Committee Meeting  
July 9, 2014**

**SUMMARY NOTES**

**Location:** Teleconference

**Committee Members Attending:**

Cynthia Bush, *American Cancer Society*  
Susan Callahan, *Washington State Medical Association*  
Vazaskia Caldwell, *Washington State Health Care Authority*  
Beth Droppert, *Allied Health Advocates*  
Sarah Greene, *PCORI*  
Cherish Hart, *American Heart Association (via phone)*  
Ellen Jensen, *retired, UW Computing & Communications*  
Helen Nilon, *Behavioral Health*  
Sherry Reynolds  
Stan Sorscher, *SPEEA*

**Committee Members Absent:**

Brooke Bascom, *King County*  
Shelley Cooper-Ashford, *Center for MultiCultural Health*  
Gail Kouame, *National Network of Libraries of Medicine*  
Stephanie Magill, *CMS*  
Will Micelli, *FlexMinder*

**Staff and Guests Present:**

Megan Aukema, *Aukema and Associates*  
Marissa Brooks: *SEIU Healthcare NW Benefits Trust*  
Bill Brunkhosrt, *Phfizer*  
John Gallagher, *Washington Health Alliance*  
Michelle George, *PEBB*  
Rod Hart, *Moda Health*  
Maggie Noonan, *Merck & Co.*  
Jenny Rose Ryan, *Aukema & Associates*

**Welcome & Introductions**

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

**Business Planning Follow-Up**

Mr. Gallagher provided an update on the Alliance's business planning efforts. The Committee provided its views on the future of the Alliance and the direction of healthcare at the June meeting. Those views were included in the information that the business planning consultants were using to develop a proposal to be delivered to the Alliance Board in September.

Mr. Gallagher noted that many of the themes that the CEC members raised were also raised by other interviewees in the process, particularly the need for the Alliance to be more bold in its approach. The business planning consultants were currently developing scenarios for their modeling, which would be shared with the CEC when completed.

### **Town Hall Proposal**

Ms. Inlow-Hood spoke about pursuing the idea of a town hall meeting for consumers, which was raised in a previous committee meeting. The idea met with enthusiastic response from committee members, who said that it was important to raise the public awareness of the Alliance. A number of ideas were floated for the proposed event, including:

- A skills lab (e.g., how to use a cost calculator)
- Tables for participating organizations
- Micro-events, to cover different geographies
- TVW participation

Topics were also suggested, with the focus on consumer empowerment and engagement in decision making. The committee members noted that the planning for the event would be substantial, making the date of the event sometime in 2015. The point was also raised that the meeting should be part of a longer-term strategy about consumer communication.

Ms. Inlow-Hood suggested that the committee work further on this issue at future meetings.

### **Wrap Up**

The next scheduled CEC meeting will be at the Alliance offices June 11 from 10 am to 11:30 am.