

**Washington Health Alliance
Consumer Engagement Committee Meeting
August 13, 2014**

SUMMARY NOTES

- Location:** Teleconference
- Committee Members Attending:** Brooke Bascom, *King County*
Cynthia Bush, *American Cancer Society*
Susan Callahan, *Washington State Medical Association*
Beth Droppert, *Allied Health Advocates*
Sarah Greene, *PCORI*
Ellen Jensen, *retired, UW Computing & Communications*
- Committee Members Absent:** Vazaskia Caldwell, *Washington State Health Care Authority*
Shelley Cooper-Ashford, *Center for MultiCultural Health*
Cherish Hart, *American Heart Association (via phone)*
Gail Kouame, *National Network of Libraries of Medicine*
Stephanie Magill, *CMS*
Will Micelli, *FlexMinder*
Helen Nilon, *Behavioral Health*
Sherry Reynolds
Stan Sorscher, *SPEEA*
- Staff and Guests Present:** Marissa Brooks: *SEIU Healthcare NW Benefits Trust*
John Gallagher, *Washington Health Alliance*
Michelle George, *PEBB*
Rod Hart, *Moda Health*

Welcome & Introductions

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

Town Hall Proposal

Ms. Inlow-Hood led a discussion about a proposed Town Hall meeting to be held sometime in 2015. The purpose of the meeting would be to engage consumers about health care issues in the region and to raise visibility for the Alliance as a community resource.

The discussion initially focused on the content for the meeting. Several committee members suggested potential themes, such as how an individual can be part of the movement to improve the health care system. One committee member stressed the importance of asking “what’s in it for me?” in putting together the program. This led to a conversation about how to make the town hall a source of practical information for people. Ideas around this part of the conversation focused on the

things people need to know for their health care, how to save money, and how to get access to better health care.

Several committee members stressed the importance of storytelling as part of the event. Stories make information more relatable to the audience and humanize the larger issues being addressed.

The issue of how to get people to attend remains a concern for the event. The Alliance staff will be pursuing ideas on attendance as a critical component for success.

The discussion ended with a reminder by committee members to have a clear goal for what the Alliance wants to accomplish with the event.

Alliance Updates

Mr. Gallagher provided a brief update about the executive director search. A new executive director, Nancy Giunto, had been selected by the Board to succeed Mary McWilliams, who is retiring. Ms. Giunto brings a mix of hospital and purchaser experience to the Alliance. Her first day will be September 2.

Mr. Gallagher also provided an update about the business planning process, to which the CEC contributed its ideas. The process is well underway, with a proposal to the Board planned for the September 30 Board retreat. Mr. Gallagher will be providing more details as the plan is finalized.

Wrap Up

The next scheduled CEC meeting will be at the Alliance offices October 8, from 10 am to 11:45 am.