

**Washington Health Alliance
Consumer Engagement Committee Meeting
October 8, 2014**

SUMMARY NOTES

- Location:** Teleconference
- Committee Members Attending:** Brooke Bascom, *King County*
Cynthia Bush, *American Cancer Society (via phone)*
Susan Callahan, *Washington State Medical Association*
Beth Droppert, *Allied Health Advocates*
Sarah Greene, *PCORI*
Ellen Jensen, *retired, UW Computing & Communications*
Sherry Reynolds
- Committee Members Absent:** Brooke Bascom, *King County*
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*
Helen Nilon, *Behavioral Health*
Stan Sorscher, *SPEEA*
- Staff and Guests Present:** Megan Aukema, *Aukema and Associates (via phone)*
Marissa Brooks: *SEIU Healthcare NW Benefits Trust*
Bill Brunkhorst, *Pfizer (via phone)*
John Gallagher, *Washington Health Alliance*
Rod Hart, *Moda Health*
Emily Inlow-Hood, *Washington Health Alliance*
Teresa Litton, *Washington Health Alliance*
Maggie Noonan, *Merck & Co.*
Jenny Rose Ryan, *Aukema and Associates*
Michael Wood, *Towers Watson*

Welcome & Introductions

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

Introduction to Nancy Giunto

The Alliance's new executive director, Nancy Giunto, joined the meeting at the beginning to introduce herself to the group and to discuss her vision for the Alliance. Each member of the group

described their ongoing involvement in the CEC and the value that they derived from it. Ms. Giunto expressed her appreciation for the work of the committee and noted the importance of consumer engagement in the Alliance's work going forward.

Alliance Reports

Alliance staff presented the findings of two reports recently released by the Alliance.

Teresa Litton, the Alliance's project manager for quality improvement, presented the findings of the Choosing Wisely report. Using specifications refined by the Alliance, the report looked at county-level variation for 11 Choosing Wisely measures. The report covered by the commercially insured and the Medicaid population.

Ms. Litton described the process by which the specifications were developed with the input from the Choosing Wisely Task Force, a provider group sponsored by the Alliance, WSMA and WSHA. The Task Force is interested in moving the needle on Choosing Wisely in Washington, and was focusing on one specification in particular—imaging for uncomplicated headache—to drive change in medical groups and delivery systems.

The CEC members engaged in a robust discussion of the report and its results. In particular, they discussed how consumers interpret these messages. Several noted the lingering concern among consumers that less care meant rationing care and suggested focusing messages on better care and better choices.

Mr. Gallagher presented the results of the Alliance's hospital sticker price report, which looked at the variation among the bills hospitals in Washington sent to Medicare for common procedures. The report illustrated the wide variation in price among delivery systems and the risks that consumers face, particularly if they end up at an out-of-network facility.

Bree Collaborative Materials

As a favor to the Bree Collaborative, the CEC members provided input on materials that the Collaborative was proposing to use with consumers. The consensus among the members was that the material was too wordy and not consumer friendly.

Updates

Ms. Inlow-Hood provided a brief update about the Alliance's Town Hall plans, which were still under consideration for 2015. She also mentioned the Alliance's intention to expand its Own Your Health campaign, but detailed discussion was prevented due to lack of time.

Wrap Up

The next scheduled CEC meeting will be at the Alliance offices December 10, from 10 am to noon.