

**Washington Health Alliance
Consumer Engagement Committee Meeting
December 10, 2014**

SUMMARY NOTES

- Location:** Alliance office
- Committee Members Attending:** Megan Aukema, *Aukema and Associates*
Susan Callahan, *Washington State Medical Association (via phone)*
Beth Droppert, *Allied Health Advocates*
Sarah Greene, *PCORI*
Ellen Jensen, *retired, UW Computing & Communications*
Breana Ledesma, *Regence BlueShield*
Michelle George, *Washington State Health Care Authority*
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*
Bill Brunkhorst, *Pfizer*
John Gallagher, *Washington Health Alliance*
Emily Inlow-Hood, *Washington Health Alliance*
Teresa Litton, *Washington Health Alliance*

Welcome & Introductions

Sarah Greene welcomed the group and facilitated introductions. The CEC welcomed new member Breana Ledesma. The CEC approved the previous meeting summary.

What does health care value mean to consumers?

The CEC engaged in a robust conversation about how to develop messaging about health care value for consumers. Results of that conversation will be made available in the coming weeks.

Alliance Infographics

In order to gather feedback from the CEC, Alliance staff presented three infographics based on data from Alliance reports that will be published in late January, 2015.

Choosing Wisely Task Force

Teresa Litton, the Alliance's project manager for quality improvement, asked for volunteers to work on developing a consumer engagement product for the Choosing Wisely Task Force.

Wrap Up

The next scheduled CEC meeting will be via teleconference, February 11 from 10 am to noon.