



Monday, July 25, 2011 1:00 – 3:00 PM
Capitol Annex, Room 171 - Frankfort, KY

MEETING SUMMARY

Attendees:

David Allgood, Passport Health Plan
Rachel Bledsoe, BK Public Affairs
Kip Bowmar, KY Home Health Association
Steve Bryant, BK Public Affairs
Jim Cecil, Oral Health Coalition
Tonya Chang, American Heart Association
Talley Cockerel, Norton Health Care
Dudley Conner, KY Health Dept. Association
Audrey Darville, UK College of Nursing
Carolyn Dennis, Shaping KY's Future
Bob Gray, Taylor-Gray Associates
Richard Heine, Friedell Committee

Betsy Janes, American Lung Association
Christin Miller, Advocacy Action Network/KVH
Jodi Mitchell, KVH
Brad Nelson, KY Dept of Insurance
Amanda Pile, KY YMCA Youth Assoc.
Rich Seckel, KY Equal Justice Center
James Sharp, American Cancer Society
Ronda Sloan, KY Dept of Insurance
Steve Sparrow, KSPAN
Laurel True, AARP
DJ Wasson, KY Dept of Insurance

Participating by Webinar/Phone

Joan Buchar, Foundation for Healthy KY
John Cain, KY Action for Healthy Kids
Talley Cockerel, Norton Healthcare
Sarah Cox, Cullari Group for Astra Zeneca
Sheriall Cunningham, Mental Health America of KY
Jen Dupuis, UK
Anne Hadreas, KY Equal Justice Center

David Harris, National MS Society
Loretta Maldener, Purchase AHEC
Andrea Plummer, KY Youth Advocates
Bailey Preston, National MS Society
Tahisha Rawlins, AARP
Melody Reibel, Bellarmine University
Gil Reyes, Office of Rep. John Yarmuth
Marian Taylor, KY Council of Churches

Jodi Mitchell called the meeting to order with introductions by all in attendance. The meeting summary was provided and members were requested to send updates to Jodi Mitchell by Friday, July 29 and the summary would be considered final after that and posted on the KVH Meetings web page.

Assure that all Kentuckians have access to high quality, affordable health care

DOI Marketing of KY Health Insurance Advocate

DJ Wasson, Brad Nelson and Ronda Sloan from the KY Department of Insurance came to speak to the coalition. They reported that the DOI has hired staff – including an Assistant Ombudsman and launched a media campaign with one time grant funds. DOI has submitted a Cycle 2 grant application so that they will be able to continue assistance services and are hoping to hear whether the grant will be funded by August 15, 2011.

The state has contracted with New West ad agency to create an ad campaign for the DOI Consumer Assistance Program. It was shared that there was a very short turn around period for the print ads, but that they were vetted prior to distribution. There has been a statewide TV/radio campaign with ads running during the weeks of June 6, 13 & 20th for a total of 555 radio spots and 1,395 TV spots. A print media campaign was also run in the July issue of Kentucky Living Magazine. The ads were targeted at the general public to some extent and people in rural parts of the state and cost \$132,000.

A total of 623 cases have been opened from the Ombudsman program since December 14, 2010: December 14, 2010 – 15, January 2011 – 31, February – 47, March – 61, April – 55, May – 83, June – 258, July (as of COB 7/22) – 7.

As of July 1, 2011, all EOBs must include the DOI toll free phone number. This number has also been added to all self-funded plans.

Concerns were raised at the June 27th KVH meeting by advocates over the monster ad was theme and scary text for an already daunting issue for many consumers. DOI indicated that the monster ad was not meant to be scary but to be humorous.

Rich Seckel raised questions around what types of questions are being asked and if they are being documented and will eventually be shared with the public. DOI responded that questions are being tracked in database but that the data is very raw and hard to interpret at the current time. There will be a publication to help answer FAQs.

Tonya Change raised the question of potential legislation during the 2012 session. DOI responded that it is solely their decision and that part of what happens will depend on who wins the Governor's race in November. Currently KY law conflicts with the market reform language.

The DOI created a web page solely addressing rate review. It will have a feature to search rate filings. The intent is that it will be easy for consumers to use.

Laurel True asked if DOI has taken a position on sharing some of the grant moneys it has received with the Attorney General's office to fund an actuary. DOI responded that it was not sure if this was possible but that they will look through the grant to see if this is an option.

Kip Bowmar asked about a complaint that had been filed with the DOI against Humana with regard to Durable Medical Equipment and only using Apria. DOI responded that it was aware of the complaint but that this issue falls under the any willing provider statute and that DME and Medicaid are not included in that statute and that currently there are not statutory violations occurring.

Medicaid Managed Care Updates

Contracts have been signed with Coventry Cares, KY Spirit Health Plan and WellCare to provide Medicaid Managed Care in KY. Each company will be looking for Advisory Board Members as well as Medicaid consumers to serve on their boards.

CHFS will conduct a matching process looking through the services utilized during the last 12 months by current Medicaid recipients to match them with the plan that is most likely to serve their needs. Medicaid recipients will receive a letter from CHFS in late August or early September informing them of the suggested match and include a side-by-side comparison. The Medicaid recipient will have 10-15 days to notify the Cabinet of their intent to switch plans or they will automatically be assigned to the matched plan. Consumers would also have a 90 day open enrollment period with which they could change plans.

Kip Bowmar shared that contracts for some providers are in direct conflict with current Medicaid rules and that he has concerns about limiting the time that a provider has to file reimbursement requests.

Rich Seckel shared that the KEJC Health Task Force is expecting questions about the provider networks and specifically which will be the best to work with from a customer service point of view.

Tonya Chang asked what the priorities of the Cabinet will be between now and October. Jodi Mitchell said that it was her understanding that education, outreach and continuity of care would be the Cabinet's primary priorities. Tonya then asked if there would be readiness checks conducted by the Cabinet and if the

consumer advisory groups would be maintained at the Cabinet level. Jodi responded that she was unsure if there would be readiness checks conducted prior to roll-out and that the Cabinet has expressed that it was in its best interest to continue MACs and TACs at the advisory level. Marian Taylor relayed that Secretary Miller seemed impressed with the MCO's abilities to get up and running quickly.

Kentucky Level One Exchange Establishment Grant

Research will be done by the University of Kentucky, specifically by Julia Costich, on the exchanges around outreach and education. It is estimated that 1-2.4 million will access the exchange. The current Health IT system will not support the new system. It is expected that the consumer assistance program will be rolled into the exchange system.

Rich Seckel shared that KEJC issued questions as did KVH and that through the course of examination liked the idea of the exchange being an open purchaser. He also shared that DCBS will have something parallel to this through a grant from the Ford Foundation. He urged coalition members to think about how they might want the website to look when they shop for insurance.

Improve the efficiency and effectiveness of health care for Kentuckians

Oral Health Advocacy

Dr. Jim Cecil spoke to the coalition about the revitalization of the statewide oral health coalition through a grant that KY Youth Advocates received through the DentaQuest Foundation. Dr. Cecil had been consulting with KYA since November 2010. The KYOHC will advocate for oral health of all Kentuckians and the plan is not for the coalition to stay housed at KYA. The hope of the planning committee is to re-launch the coalition at the beginning of 2012.

Richard Heine encouraged Dr. Cecil to join KVH and allow KVH to "carry some of the KYOHC's water". Dr. Cecil agreed to look into it and added that he will share KY dental health info with KVH. Jodi Mitchell inquired how the local dental coalitions will integrate with statewide coalition.

Rich Seckel asked if the scope of services and availability of services will be better or worse with the new MCOs. Dr. Cecil responded that he doesn't believe that there will be a change. Each of the three MCOs has dental benefits. Dr. Cecil stated that he believes that the problem is underfunding. There are only about 500 Medicaid dental providers in the state.

John Cain of KY Action for Healthy Kids expressed interest in the coalition and cited his work on expanding fluoridation.

Improve the health of Kentucky's children

Letter to Board of Education: Health Education and Physical Activity Program Review

Jodi Mitchell shared an interest in separating Health and Physical Education as its own program review area for greater accountability. KVH will work on a draft letter to circulate by the end of the week.

Coordinated School Health

Slides from the Coordinated School Health meeting were circulated to coalition members via email prior to the meeting. Jodi Mitchell shared that she met with the Alliance for a Healthier Generation and that they would like to see School Wellness Committees to be formed at both the district and school levels.

Childhood Obesity Task Force Update

The next meeting of the Childhood Obesity Task Force will be August 16th

Make prevention a priority for Kentucky's health policies and programs

Smoke Free KY Coalition Updates

Betsy Janes announces that there will be 2 regional training sessions: Aug. 4 at Lake Barkley State Park and Sept. 15 at Jenny Wiley State Park. These events are posted on the KVH Calendar. The Smoke Free KY Coalition is on the August 17th Health & Welfare Committee agenda to discuss efforts to promote statewide smoke-free communities. Betsy also shared that there will be an Asthma Summit in Louisville on September 23 and a COPD meeting in Frankfort October 26th.

Community Transformation Grant

KVH submitted a letter of support for the Dept. of Public Health's statewide Community Transformation Grant proposal. Richard Heine asked if it would be possible to get a copy of the grant application that was submitted. Jodi Mitchell said that she would make the request.

Trust for America's Health Prevention Strategy

There will be a conference call/webinar on August 11, 1:00-2:00 pm

Steve Sparrow announced that the Kentucky Safety and Prevention Alignment Network (KSPAN) has announced their new priorities: fall prevention, teen driving, prescription drug disposal, and fire safety.

Coalition Updates

- The KY Health Quality Collaborative Conference will be August 24. The program agenda will be finalized and posted next week. The morning session will focus on the current landscape of quality improvement and the afternoon session will be interactive breakout session to develop a roadmap for collaborative efforts in the future. The lunch keynote speaker will be Diane Stollenwerk, National Quality Forum.
- Betsy Janes provided a Nominations Committee Update. The Nominations Committee is looking for high level nominees who could bring financial support as well as nominees from outside the health community. The nomination deadline has been extended to August 12. Nomination forms are online, but the Nominations Committee is relying on coalition members to make the asks.
- Jodi Mitchell encouraged organizations to share the news about the KVH Speakers Bureau for future outreach and speaking opportunities.
- Jodi Mitchell announced that KVH is sponsoring the KY Area Development Districts' Candidate Forum in Louisville on August 16.
- Jodi Mitchell reminded KVH representatives to send event notices to KVH for posting on the online calendar.

Stakeholder Updates

- Kip Bowmar expressed concerns around the any willing provider statute. The statute mentions individuals but not institutions. He has concerns about limiting access and saying that you must use only one provider. This issue is broader than DME. The KY Medical Equipment Association has submitted questions to the Cabinet about the current Medicaid regulation is in conflict with the MCO contracts. Bob Gray stated that issue will be how "provider" is defined in statute.
- Rachel Bledsoe provided an update on social media efforts for KVH. Organizations and Individuals were urged to "friend" KVH on Facebook and share events. She also announced that BK Public Affairs is working with Medical News on a Clean Air Summit on July 27, 10-noon in Louisville.
- Betsy Janes announced that the Festival of Faiths theme will be "Sacred Air" and that the EPA Administrator is on the agenda.
- Steve Sparrow announced that the KY Safe Aging Coalition has a new website, www.nofalls.org. He also announced that September 23 is Nation Fall Prevention Awareness Day.

Next Meetings: Monday, August 22, 2011 - 1:00-3:00 PM in Room 171 of the Capitol Annex.