



**Monday, June 27, 2011 1:00 – 3:00 PM**  
**Capitol Annex, Room 171 - Frankfort, KY**

### **MEETING SUMMARY**

#### **Attendees:**

Luke Barlowe, KY Advocates Association  
Jason Bailey, KY Center for Economic Policy  
Rachel Bledsoe, BK Public Affairs  
Kip Bowmar, KY Home Health Association  
Steve Bryant, BK Public Affairs  
Kirsten Bullock, KVH Fundraising Consultant  
Karma Cassidy, Eastern KY University  
Tonya Chang, American Heart Association  
Pat Delahanty, Catholic Conference  
Bob Gray, Taylor-Gray Associates  
Anne Hadreas, KY Equal Justice Center  
Richard Heine, Friedell Committee

Anne Joseph, Covering KY Kids & Families  
Christin Miller, Advocacy Action Network  
Dustin Miller, Government Strategies, Inc.  
Jodi Mitchell, KVH  
Bailey Preston, National MS Society  
Sheila Schuster, Advocacy Action Network  
Rich Seckel, KY Equal Justice Center  
Steve Shannon, KARP  
James Sharp, American Cancer Society  
Marian Taylor, KY Council of Churches  
Laurel True, AARP

#### **Participating by Webinar/Phone**

Howard Bracco, Seven Counties Services  
Joan Buchar, Foundation for a Healthy KY  
Jan Clark, Child Advocacy Today  
Shannon Cochan, NASW  
Talley Cockerel, Norton Healthcare  
Teresa Campbell/Randa Deaton, Kentuckiana  
Healthcare Collaborative  
Carolyn Dennis, Shaping Kentucky's Future  
Collaborative  
David Harris, National MS Society

Amanda Heuser, KVH Outreach Facilitator  
Betsy Janes, American Lung Association  
Kevin Middleton, United Way of Kentucky  
Lacey McNary, KY Youth Advocates  
Tricia Rodriguez, KIPDA  
Harriette Seiler  
Heidi Schissler, Protection and Advocacy  
Eva Stone, Friedell Committee  
Dianna Winstead, Center for Rural Development,  
WOW Coalition

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 1 and the summary would be considered final after that and posted on the KVH Meetings web page.

#### **Stakeholder Updates**

- Laurel True announced Anthony Zipple has taken over as the new director of Seven Counties Service, Inc. in Louisville.
- Jodi Mitchell introduced BK Public Affairs as KVH new consultants to work on public affairs outreach and social media.
- Luke Barlowe indicated that he is now with KY Advocates Association which will be providing consumer assistance and working on nursing home advocacy efforts.

#### **Coalition Updates**

- Kirsten Bullock, KVH Fundraising Consultant, provided an overview of the results to the fundraising survey that was recently sent out to KVH stakeholders. Overview slides will be accessible via the KVH meetings web page. Kirsten identified trends in giving and indicated that 8 individuals indicated interest in working with KVH leadership on fundraising efforts. Kirsten will be working

with KVH Leadership to build a case statement and strategy for raising funds in the next six months which may include a member dues structure, corporate sponsorship, fundraising event.

- Rich Seckel provided a Nominations Committee Update. KVH is currently in the process of transitioning its leadership team to the Partner Advisory Committee per the KVH bylaws. The Nomination Committee consists of : Sheila Schuster, Rich Seckel, Betsy Janes, Carolyn Dennis, and Pat Delahanty. The Committee will be seeking a slate of 6 members to join the existing three Board members. The Board has the fiduciary responsibility to ensure sustainability of KVH. The Nominations Committee is looking for diversity. The Nomination Form and Board Position Description will be shared broadly this week with a due date of July 29.
- Jodi Mitchell encouraged organizations to share the news about the KVH Speakers Bureau for future outreach and speaking opportunities. Speakers' Bureau Requests - <http://kyvoicesforhealth.com/speakersbureau.html>
- Jodi Mitchell reminded KVH representatives to send event notices to KVH for posting on the online calendar. Calendar Postings – send to [kvhexec@kyvoicesforhealth.org](mailto:kvhexec@kyvoicesforhealth.org)

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

Medicaid Managed Care RFP – The KVH Managed Care Principles were disseminated and folks were encouraged to use these as talking points with media and public when the contracts are announced (expected July 1). PhRMA sent a letter to the Cabinet relaying concerns about pharmaceutical access and possibly having separate P&T committees with multiple contractors. Gay Dwyer spoke on behalf of Baxter Healthcare and shared the National Hemophilia Foundation letter to the Cabinet regarding access to treatments. Both letters were disseminated to attendees.

Tonya Chang inquired as to next steps for KVH. It was suggested that the managed care principles be circulated to the General Assembly as they review and evaluate the implementation of Medicaid managed care. Bob Gray will assist with the development of this letter.

Laurel True reiterated the focus on saving dollars and stressed the need to look at non-financial impact. He noted that utilization data is hard to come by. He also emphasized that KVH needs to continue to voice the importance of transparency.

Rich Seckel talked about the focus on enrollment issues. Jodi Mitchell mentioned the newly organized Enroll KY will likely focus on enrollment issues.

### Medicaid IT Streamlining

KVH has contacted the Cabinet for more information about streamlining IT according to the implementation of the ACA but has not received a response as of yet.

Consumer Assistance Program – The Department of Insurance KY Health Insurance Advocate recently released a marketing effort for the DOI Ombudsman/Consumer Assistance Program. Advocates indicated concern with the monster theme and scary text for an already daunting issue for many consumers. It was suggested that KVH invite the DOI to our next meeting and discuss possibly setting up a consumer advisory committee to provide feedback on outreach efforts.

An update was provided on rate review and KVH's participation in a recent Consumers Union conference on this issue. KVH submitted questions to the Department of Insurance and responses will be shared. A link has been added to the DOI website in an effort to promote greater transparency – Consumer Rate Information – [http://insurance.ky.gov/Static\\_Info.aspx?Static\\_ID=117&Div\\_id=7](http://insurance.ky.gov/Static_Info.aspx?Static_ID=117&Div_id=7). Bob Gray advised that Kentucky has a strong law in regards to rate review however the issue is how it is implemented. It was suggested that KVH send a letter to the Attorney General to encourage collaboration with the DOI, encourage greater transparency, and emphasize the need for actuarial assistance and the use of funds for this activity.

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

### Smoke Free Updates

The Smoke Free Resolution continues to be circulated to support the state-wide smoke free initiative. Local efforts continue to seek smoke-free communities. There will be 2 regional training sessions: Aug. 4 (Lake Barkley) and Sept. 15 (Jenny Wiley) – see the KVH Calendar for more details. Efforts to promote statewide smoke-free communities will be discussed at the August 17 Health and Welfare Committee Meeting. The coalition is also reaching out to the employer community to build support.

### Community Transformation Grant

KVH submitted a letter of support for the Dept. of Public Health's statewide Community Transformation Grant proposal and is being considered for the Leadership Team for the proposal. Teresa Campbell, Kentuckiana Healthcare Collaborative, provided an update on the Louisville Dept. of Public Health CTG proposal for Jefferson County.

## **Improve the health of Kentucky's children**

### Childhood Obesity Task Force

The Childhood Obesity Task Force, chaired by Rep. Tom Riner and Sen. Katie Stine had its first meeting on June 21 in Northern KY. The task force heard from Dr. Bolling (KY Chapter of American Academy of Pediatrics), Dr. Shepherd (Div. of Maternal and Child Health), Elaine Russell (Dept. of Public Health) and representatives from KY National Guard units re: military readiness. A draft meeting schedule is as follows: July 29 (cancelled), August 16, September 20, October 25, and November 15.

### Coordinated School Health – Dept. of Education Program Review

The KVH Children's Health Task Force will be meeting before next month's KVH meeting to discuss recommended approach for follow up to review the previous Board of Education sign on letter and recommended actions for the August Board of Education to strengthen the program review in regards to health education and physical activity.

### Children Vaccinations

A copy of the CHFS release about the changes as of July 1 was made available to coalition members.

## **Improve the efficiency and effectiveness of health care for Kentuckians – no discussion**

### Stakeholder Reports:

- Laurel True mentioned the Foundation for a Healthy Kentucky is in the midst of strategic planning and recognized the future of KVH is critical in regards to achieving sustainability funding. Laurel indicated it would be in KVH's interest to try to work with the Foundation in a partnership/multi year cooperative agreement. He suggested that KVH should be talking to Foundation board members.

**Next Meetings: Monday, July 25 - 1:00-3:00 PM in Room 171 of the Capitol Annex. (Aug. 22, Sept. 26)**