



CPAA Consumer Advisory Committee Meeting

Meeting Summary, 11/13/2018

Support and Backbone Staff: Jennifer Brackeen – *CHOICE*, Samantha Tatum – *CHOICE*, Madi Tanbara – *CHOICE*

In Attendance: Doug Levitt – *Pacific County & Great Rivers*, Heather Ristow – *Thurston County*, Erin Oly – *Thurston County*, Michelle Richburg – *Thurston County*, Angela Maki – *Providence Health & Services*, Andrea Harger – *Providence Health & Services*, Chris Thomas – *Providence Health & Services*

I. Welcome, Introductions, Review of Meeting Objectives

Jennifer Brackeen, Program Director at CHOICE/CPAA, welcomed the group, facilitated the group and provided an overview of the meeting objectives:

- CPAA Updates
- Guest Speakers: Providence Health & Services
- Consumer Stipend Update
- Community Engagement Discussion
- Next Steps & Closing

II. CPAA Updates

Jennifer reviewed CPAA updates, including the MTP timeline, Opioid Response program, and progress in the selection of a new Executive Director (ED).

- CHOICE is creating an Outreach Coordinator position to assist with various programs, including Washington Health Plan Finder Navigator, Access to Baby & Child Dentistry (ABCD), and Consumer Advisory Committee.
- New Opioid Response Program Manager, Sara Rainer, has continued to work with Pac Mountain grant for providing support to families communities affected by opioid use.
- ED hiring process contracted through a local firm, and the selection was brought to the CHOICE & CPAA Boards. The top 2 candidates were interviewed by directors. Currently in negotiations stage. If everything moves forward according to plan, the new ED will start in the beginning of December 2018.

Consumer Feedback:

- It would be helpful if there is a brief summary of current CHOICE/CPAA projects to present at a future meeting.
- We would like to meet the new ED at a future meeting and share the committee's work.

III. Guest Speakers: Providence Health & Services

Angela Maki, Andrea Harger, and Chris Thomas from Providence Health & Services presented on healthy living and received feedback from the committee in the development of Providence's 2019 outreach campaign.

- Patients are often familiar with long ER wait times, even for non-acute health concerns.
- An alternative are immediate care clinics, where patients can be seen sooner for less emergent needs.
- Immediate care clinics are billed the same way as primary care, vs. urgent care billing, which comes at a higher cost to the consumer.
- Urgent care is a more emergency-based clinic, while immediate care clinics are housed within primary care facilities with providers who are available specifically to provide immediate care.

Consumer Feedback:

- Hire local artists to help design ad campaigns: support local artists and keep funds local.
- Wait time is often a consideration in seeking services, and immediate care clinics are a great concept to bridge the gap between urgent care and ERs.
- Lack of transportation to and from appointments is a barrier to some; alternatives include carpooling or taking public transportation.
- Transportation from the hospital after an ER visit can be difficult, including picking up prescriptions → some clinics & hospitals have an in-house pharmacy.
- Transportation vouchers could help address transportation barriers.

Do you have a primary care provider?

- Family members are seen by different providers (family doctor, pediatrician)
- Referral process can be difficult. It would be easier to have a portal to coordinate and streamline the communication in a “one-touch” location.

How do you maintain a healthy lifestyle? What barriers do you encounter?

- Biking, walking, forming a workout group, eating healthy
- Barriers stated by the consumers included:
 - Higher cost of local, organic produce
 - Many children are part of the school lunch programs, and healthy, diverse options are not always available.
 - Limited vouchers for local farmers’ market
 - Access to healthier food options
 - Less time to home cook meals due to busy schedule
 - Finding and paying for childcare during workouts
 - When having to care for others, self-care is not a priority.
 - Environment can be limiting; provide access to fitness center for care providers, patients, and other family members.
- Measures taken to address barriers to health include food markets for patients, community gardens, doctors writing prescriptions for groceries or meal subscription plans to improve health outcomes.

Do you go in for regular medical screenings?

- No, individuals who are caregivers often do not have time to practice self-care.
- Extra expense of finding someone for childcare.
- Limited time to schedule appointments with work and other commitments.
- Healthcare provider did not refer the patient to have additional screening done.

Social Media Discussion

- How do you get your news updates & information?
 - Internet, local radio, NPR, Facebook events, “News” tab on Google.
 - Ad spaces include inside & outside of public transportation, elevator, grocery store/drugstore (flu shot promotion), and the back of receipts.
 - Consumers tend to filter out sponsored ads, unless the content is relevant.
 - It is important for ads are not deceptive, follow through on incentive.
 - Effective ads are quick to consume, providing easy and fast reading.
 - Sample ads included too much blue & consumers did not like the clip-art look of the images.
 - Consumers emphasized the importance of diversity in advertisements and like action-oriented pictures.
 - Providence Radio Station recently launched on Dash Radio, which is free to consumers and provides healthcare tips, calming white noise at night.
 - Providence also has a blog, [To Your Health](#), which includes even more tips to stay healthy.

Would you use a virtual care app that would allow video chat with a provider?

- I would use it in combination with primary care visits, if I am in a pinch.
- Useful for situations that require more than a question, not necessarily an office visit.
- Incorporate texting as an option, since Internet access can be a barrier.
- Provide express care, addresses transportation and time constraints.
- Promote virtual care by handing the patient information at an in-person visit, post signage around Providence.
- Include simple, straightforward marketing to convey direct video calling with a doctor.
- Consider diversity of patients, and possible language barriers.

IV. Consumer Stipend Update

Jennifer Brackeen, along with Samantha Tatum (Operations Director), provided an update on the consumer stipend increase after sharing the proposal with the CPAA Board & Council.

- The stipend increase of up to \$100 per meeting was approved, while the chair and co-chair stipend is still under review.
- The stipulation for receiving the stipend is attending the approved CAC Meeting for the specified month.
- Mileage reimbursement will not change.
- Upon further analysis, no compliance issues with CPAA funds were found.
- The proposal was a reasonable request within the scope of the CAC’s work.
- The stipend increase will take effect January 1, 2019.



- Stipend increase is up to \$100, to ensure that tax reports and benefits that consumers may be receiving are not negatively affected.
- If you wish to opt out of the stipend increase or would like to request a different amount within the \$100 limit, please contact Samantha Tatum (TatumS@crhn.org) or (360) -539-7578, ext. 118.

V. Community Engagement Discussion

Jennifer led the discussion on how the Consumer Advisory Committee will continue its work in the coming year, including outreach and recruitment efforts.

CAC Recruitment Flyer (Hands and Rainbow Design)

- Too much text, appears overwhelming
- Hands design is familiar, already used in TOGETHER!
- Rainbow design can come across as pandering to the LGBTQ+ community.
- Use local imagery, including regional landmarks, scenery, or map design.
- Display the monetary incentive prominently and phrase in a direct way.
- Design in the style of an old-time wanted ad in the newspaper.
- Have a concrete message, use specific numbers when referencing incentives.
- “Up to \$100 for your opinion,” along with an empowering message about providing input on Medicaid in your community.
- Speak to a general audience, use language that is simple, and include quick-read info.
- Include a phone number tear-off at the bottom of the flyer.
- Create a design that conveys diversity, while being upbeat and appealing to youth.
- Display in co-ops, clinics, community centers, primary care facilities, etc.
- Once the flyer is updated, the final version will be sent to partners and the CAC to share out in the community, with a focus on CPAA counties outside of Thurston.

CHOICE/CPAA Outreach Coordinator

- CHOICE/CPAA will be hiring a full-time outreach coordinator who will assist several of the organizations’ programs, including the CAC.
- Consumers would like this individual to attend local forums and participate in advocacy work, speaking on behalf of consumers.
- Consumers would also want the person who takes on this role to demonstrate cultural competency and have experience with diverse populations.

Community Engagement Planning

- Develop a specific cause for the CAC to focus on in the coming year.
 - Is there a certain project you would like to see the CAC take on?
 - What communities would be involved?
- Form a strategic plan for consumer engagement, including flyer distribution.

VI. Next Steps & Closing

- The Consumer Advisory Committee meetings will be on hold for the month of December, plan to resume in January.



- Consumers are invited to the December Council Meeting at Great Wolf Lodge, featuring a speaker that will be addressing systemic poverty. More information to come.