

OHA Advisory Committee Meeting
January 30, 2020
12:00 p.m. to 12:30 pm
Minutes

Meeting convened at 12:03 pm

Attendance: **Members via Phone** – Lynne Ide, Mark DeWaele, Steve Wanczyk-Karp,
 Dina Berlyn
 Members Absent – Sue Halpin
 OHA Present – Valerie Wyzykowski (via phone); Sean King, Adam Prizio, Denise
 Ramoutar and Sherri Koss

1. Welcome & Approval of Agenda and Minutes

- Motion to approve January 30, 2020 agenda; Lynne Ide motioned to approve and Dina Berlyn seconded; No discussion, no nays, motion carried unanimously
- Motion to approve October 22, 2019 minutes; Mark DeWaele motioned to approve and Lynne Ide seconded; No discussion, no nays, motion carried unanimously

2. Administration Report

a) **Budget**

- Nothing to report at this time
- OPM sent letter to all agency heads stating they may come looking for savings

b) **Personnel**

- We are at full complement and stable
- Lynne asks how many staff; Ted responds 18 plus himself
- OHA used to have 29 positions but were never all filled, some were eliminated

3. Data Reports

- Ted attributes slight drop in cases for Q4 2019 due to low staffing, 100 – 200 behind the usual; led to decrease in outreach efforts in order to keep up with case work
- Annual report forthcoming
- Outreach suffered as we were short staffed
- Pilot project with Sharon Hospital – ran slides on their video loop; trying to duplicate on wider scale, more hospitals, places of worship
- Have a social media/communications consultant, and considering putting these services out for a request for proposal (RFP) in hopes of driving awareness of OHA and increasing case volume
- Also exploring bus ads
- Have done TV ads; not sure it was effective
- Feels outreach is where the payoff is
- Mark notes that social media and internet search are the lowest referral type in the report; way behind personal referrals, could probably double the results from combination of social media and internet search, feels more can be done by doing outreach
- Decent savings for the quarter, though these numbers may double count some cases; need to review
- Lynne states that if RFP is done, need to understand the success of social media; ask whoever is responding to RFP, how would they up our game in social media
- May reach out to Lynne for her input on this RFP process to maximize the proposals we receive

- Steve asks if we have any data from previous campaigns as to what worked best
- Ted responds not really; we try to capture if it was from outreach; hard to capture the case referral source accurately, as consumer can state they heard from provider, who in turn met us through outreach, but consumer doesn't know that
- Sean states that we do capture information on referral types on our intake form; the data report only shows top 10 referral sources
- Hard to capture how someone heard about us, it depends on what they tells us
- Reviewed cases by carrier; recalls Susan in a prior meeting was asking if we had a pattern of exchange plans vs non-exchange plans. We did take a look, and this quarter about 11% of our cases were exchange cases
- Per the last census the number of households in Connecticut is about 1.3 million and 111,000 members on the exchange and that 111,000 is 11% of the 1.3 million households, so at least for Q4, on-exchange vs. on-exchange cases were tracking market share
- Mental Health cases is the largest single category, as usual

4. High Deductible Health Plan Task Force Update

- Close to completing the report for Legislature
- Many nationwide experts spoke to the task force
- Thanked Sherri, Adam and Sean for the work they have done on this committee
- Thanks Universal Health Foundation for providing us with names of speakers
- Trying to make sure report reflects Task Force collectively and not OHA's views specifically
- OHA may write our own, separate report
- Have one final meeting scheduled for February 5, 2020 and will complete the report shortly after that
- Lynne wants to thank Ted and the OHA staff for all the work; she was concerned about the membership of the task force and is glad to hear that the right combination of people were brought in to speak to help educate. Lynne started a twitter campaign #ihatemyhighdeductible. Would love OHA to share that

5. Other

- Was advised at end of 2019 that OHA was to move out of 450 Capitol Avenue. Only had about 5 weeks. Ted would never have approved the move to 450 Capitol Avenue in the first place, due to the lack of staff parking behind that building, and the need for staff to use a shuttle there. Feels this is a good move for staff. Felt parking an issue for staff; at new location in the G. Fox building, all staff can part across the street at the Morgan Street Garage.

Mark DeWaele motioned to adjourn and Steve Wanczyk-Karp seconded; no nays; no discussion motion carries unanimously

Meeting adjourned at 12:32 pm.

**The next meeting is scheduled for
Tuesday, April 28, 2020
12:00 – 12:30 PM**