

**STATE OF CONNECTICUT**  
**State Innovation Model**  
***Consumer Advisory Board***

**Meeting Summary**  
**August 8, 2017**

**Meeting Location:** Office of the Healthcare Advocate, 450 Capitol Avenue, Hartford

**Members Present:** Patricia Checko; Alice Ferguson; Kevin Galvin; Bonita Grubbs; Linda Guzzo; Robert Krzys; Theanvy Kuoch; Nanfi Lubogo; Velandy Manohar; Arlene Murphy; Denise Smith

**Members Absent:** Jeffrey Beadle; Alan Coker; Michaela Fissel; Stephen Karp; Ann Smith; Alicia Woodsby

**1. Call to Order**

The meeting was called to order at 1:15 p.m.

**2. Public Comment**

There was no public comment.

**3. Approve July 11<sup>th</sup> Meeting Minutes**

**Motion:** to approve the minutes of the July 11, 2017 Consumer Advisory Board meeting – Velandy Manohar; seconded by Alice Ferguson.

**Discussion:** none.

**Vote:** all in favor.

**4. Approve Consumer Engagement and Communication Plan**

**Motion:** to approve the Consumer Engagement and Communication Plan – Kevin Galvin; seconded by Ms. Ferguson.

**Discussion:** Mark Schaefer said the plan was a result of an extraordinary effort. It serves as a conceptual framework that captures the avenues they will pursue over the next four years.

**Vote:** all in favor.

**5. SIM Plan for AY3**

The Board discussed activities to take place over the next six months. The plan is due September 1. Award Year 3 starts in January. Among the items discussed were:

- Priority listening sessions
- Uses cases for communication needs
- Summaries of past listening sessions
- PCMH+ demonstration which will connect the CAB with the patient advisory groups for the participating entities

There was discussion about the CAB's advocacy work. Mr. Galvin expressed concern about engaging in legislative advocacy. Linda Guzzo said they should educate legislators. Ms. Ferguson said their advocacy work should speak on behalf of consumers. Arlene Murphy said they need to figure out what their message is first. Dr. Manohar agreed. Dr. Schaefer said the CAB was designed to inform

SIM and to advise the Lieutenant Governor. If the CAB decides to take on direct lobbying, it does not need to be included in the plan.

Denise Smith said she wants the CAB to strengthen its role as a resource for insight on consumers. They should focus their efforts on what they know. She asked about sharing their information with other advocacy groups. This could be considered at Planning Committee. Dr. Schaefer suggested they focus on what they have learned in the last two years. Getting those lessons down on paper is an important task for the couple of months. Mr. Galvin asked what their key messages are. Ms. Ferguson suggested the develop message cards and an elevator pitch. Theanvy Kuoch said they must talk to the community to get key messages. Ms. Ferguson said it was not clear what information they've gotten from communities. Patricia Checko said they need to go back and gather that information and make a plan for what to do with that information. Dr. Schaefer noted it can be difficult to summarize events for different audiences. With the KASA event, a key message was "I'm responsible for my healthcare." For the Southeast Asian event, the key message was "be aware of trauma history." They will need to figure out who the audience is for these communications.

Ms. Murphy said they need to use the information they received from past events to develop key messages. Mr. Galvin said they need to determine who to send these messages to. Ms. Smith said they should develop a framework to do this work so that they are clear on who the audience is and have a deliberative process for the feedback loop. It was suggested they schedule a special meeting to brainstorm. The meeting will focus on developing a process plan, rather than to analyze data. It was suggested they meet on August 22<sup>nd</sup>. There were plans to follow up and confirm a date for the special meeting.

## **6. Next Steps and Other Business**

The Community Health Worker Advisory Group has released a report of recommendations. Ms. Murphy asked members to read the report and share comments with both the Advisory Committee and the CAB.

The co-chairs have been meeting with staff at the Office of the Healthcare Advocate to discuss ways they can collaborate on Choosing Wisely. They are in initial discussions and more information will follow. Ms. Smith noted that the Donaghue Foundation is planning a conference around leveraging Choosing Wisely.

The meeting adjourned at 2:54 p.m.