

HAP Oversight Committee Meeting
Tuesday, May 19, 2009
1:30 pm - 3:00 pm
Minutes

Committee Members and Staff Present: Rod Harris, Anne Nelson, Tim Norton, Beth Oaks, Jon Rosell, Pamaline King-Burns, Donisha Ross, and Tim Witsman

Committee Members and Staff Absent: Graham Bailey, Claudia Blackburn, Renee Hanrahan, Dave Sanford, Brian Rose, Charlene Stevens, Hugh Tappan, Michael Vinson, and Ron Whiting

I. Welcome – Rod Harris

II. Azteca America Presentation – Pablo Estrada

1. Pablo conducted PowerPoint presentation about Azteca America.

- Azteca America is the Spanish television station in Kansas.
- Pablo explained that the network is currently looking to do a show about health care information and options in the community. The show will take place in 15 minutes segments including a segment specifically about health care access.
- Rod stated that he felt that 2-1-1 could benefit from the show.
- Pablo explained to the group that there was a \$40,000 funding gap that the network needs in order to cover production costs of the show.
- Jon Rosell – *Do you have any health care topics that you plan to discuss on the show?*

1. Pablo reported that he did have various topics that he received from people in the community and from the community health clinics. These topics include:

- Diabetes
 - Cholesterol
 - Cancer
 - Heart disease
- Pablo explained to the group that there is a myth that the Hispanic population does not pay their medical bills. He informed the group that in the Hispanic population it is an issue of self-pride that a person can take care of his/her family and therefore all medical bills are promptly paid by the family.
 - Rod – *Does anyone in the group know of any funding opportunities or resources that can be shared with Pablo?*
 1. Beth Oaks suggested contacting the United Methodist Health Ministry Fund and The Kansas Health Foundation.
 2. Commissioner Norton suggested that Pablo contact the Hispanic Chamber of Commerce.
 - Rod asked if the possibility existed that 2-1-1 work with Azteca America.
 1. Beth explained that there was an opportunity. She noted 2-1-1 promotions are needed in the Hispanic Community. Beth also

explained that there are 2-1-1 representatives who speak a variety of languages for those citizens who speak a language other than English.

2. Rod stated that it would be beneficial to see if the 2-1-1 call volume increased due to advertisement on the show.
- Pablo shared that the program is set to launch in June and will be showing on Wednesdays from 7pm-8pm.
 - Rod – *We shared the information about the show with the Vision group and they felt that it would be a great opportunity for the clinics' Spanish speaking staff to be a part of the production. Are there any resources that you have to share with Pablo?*
 1. Beth suggested that Pablo collaborate with other community organizations to write a grant.
 2. Jon offered to refer doctors who are willing to participate.
 - Pablo explained that he has contacted private practice dentists and physicians to inquire if they were willing to participate in the show.

III. Review of Progress Reports – Rod Harris

1. Enhance publicity & capacity of 2-1-1 systems – Beth Oaks
 - There are currently no new updates. United Way is planning to do the yearly brochures and advertisements.
 - Beth is still planning to contact the Wichita Transportation Department about potential advertisement.
 - Rod – *How is the planning for the Laid-Off Worker's Center coming along?*
 1. Beth explained that a calendar of appointments has been created for the next 6 months. She also informed the group that the Center is to open on June 1st and is making appointments this week.
 2. Rod shared that the HAP Community Health Clinic brochures will be available at the Center.
 3. Jon informed the group that he has contacted a representative from Pfizer for information on assistance for laid-off workers.
2. Continue outreach for the HAP information campaign – Pamaline King-Burns
 - Pamaline discussed the many HAP presentations that have been made to faith-based organizations in the community. The interest in Health Access Project is growing in popularity. Presentations have been completed at the following locations:
 1. SCHD HR New Employee Orientation
 2. Catholic Charities
 3. Health and Financial Wellness Workshop
 4. Health Workshop for Church Leadership.
 - Pamaline also informed the group about the public showing of the “Unnatural Causes” film series. Film showing/discussions have been completed at the following organizations:
 1. Sedgwick County Health Department
 2. Sedgwick County Human Services Department

3. Commissioner Carl Peterjohn
 4. RSW Faith-Based School
 5. USD 259 School Nurses
- Pamaline shared with the group indoor advertising options through E.L. Bailer advertising company. These options were considered as a method for advertising the community health clinics and 2-1-1 to the 18-24 demographics.
 1. Tim Witsman – *If you can get a good deal on pricing then it is worth trying.*
 2. Jon Rosell expressed the need of finding a way to measure the costs and benefits of using the advertisement company.
 3. Ron Whiting suggested partnering with another organization to share the costs of advertising.
 - Pamaline also shared with the group that the Center for Health Equity is looking to use text messaging as a method of advertising the community health clinics. She explained that for a monthly rate, the Center could have citizens text their zip codes to a number and in return, get a list of two to three community health clinics in their area of town.
 1. Ron Whiting expressed that he felt that it was a good idea, but also question whether the Center had thought about using a computer networking site such as Facebook or MySpace.
 - Rod explained to the group that the Center has considered the idea, but is not able to pursue it due to concerns of the Sedgwick County’s about monitoring the image and access to the site.
 - Tim Witsman suggested speaking with someone about how to correctly utilize the sites and set up strict limitations as to what can be posted on the webpage. He also expressed the need to use social media because it is an essential way of reaching the younger population.
 2. Ron Whiting – *Google also has a service for texting that you may want to research. It is inexpensive and may even be free.*
 3. Members liked the idea of using text messaging as a way of advertisement.
3. Community Health Coverage Plan – Rod Harris
 - Rod shared with the group the following information that he received from Anne Nelson:
 1. Three Community Coverage Initiative advisory council meetings have been held.
 2. Three working groups were formed:
 - Target enrollees
 - Benefits and coverage
 - Financing and funding
 3. Project Access is planning to have four focus groups for uninsured individuals to participate in the CHAT (Choosing Healthplans All

Together) game. The focus groups will be taking place this week and next week.

4. Jeanne Ripley is currently developing a matrix of the many coverage plans across the country and a contracted actuary will be analyzing those projects over the next few months.
 - A preliminary list of funders and community stakeholders has been identified.
 - Currently preparing a retreat for the advisory council to discuss the next steps.
4. Build relationship with KHPA – Rod Harris
 - Rod shared the following information that he received from Claudia Blackburn:
 1. There is new leadership for KHPA. The group will continue to work with, Arneatha Martin, a Wichita leader on the KHPA board to receive updates.
5. Review research data on ER usage by the uninsured – Rod Harris
 - Rod shared that he had spoken with Renee Hanrahan and she informed him that there is no new information to share, but that she is still researching the data requested at previous meetings.
6. Shared Health Information System for safety net clinics – Jon Rosell
 - Jon informed the group of his trip to San Jose for a health information exchange meeting. He said that the committee is currently in the process of developing a second nonprofit organization.
 - Jon also shared that the committee is finalizing a proposal for funding, and they will soon be meeting with initial partners. They are hoping to have a demonstration running in three to six months.
7. Nurse Call Line – Rod Harris
 - This recommendation is currently on hold until further research is done.
8. Transportation
 - This recommendation is currently on hold.
9. Moving forward – Rod Harris
 - Rod asked the group for their opinions about meeting during the summer months.
 1. Ron Whiting stated that the Health Coverage Plan is the most critical and suggested that the meeting for that committee should continue.
 2. Jon Rosell – *The HAP meetings should be suspended for the summer and everyone should keep track of their progress to share in the fall.*
 3. Commissioner Norton – *There should be no meeting in the summer, but each committee leader should continue to email Rod updates. Rod, will in turn, send those updates to the entire group.*
 - All group members agreed.
 - Rod – *Should we give a wrap-up meeting to share with the public what we have accomplished this year?*

1. Commissioner Norton suggested not going to the public until we have something substantial to tell them.

IV. Adjourned

1. Next meeting scheduled for September. (Date, place and time – TBD)