

HAP Oversight Committee Meeting
Tuesday, January 13, 2009
1:30pm-3:00pm
Minutes

Committee Members and Staff Present: Graham Bailey, Claudia Blackburn, Anne Nelson, Beth Oaks, Pamaline King-Burns, Tim Norton, Dave, Sanford, Josh Shaw, and Tim Witsman

Committee Members and Staff Absent: Randy Peterson, Brian Rose, Donisha Ross, Charlene Stevens, Hugh Tappan, Michael Vinson, and Ron Whiting

I. Welcome and Introductions – Rod Harris

II. Review of Progress Reports – All

1. Progress Report – Enhance publicity & capacity of 211 system – Beth Oaks

- *No increase/decrease in funding for marketing this year. United Way is “holding flat.”*
- *As soon as the budget is finalized, United Way will be working collaboratively, with Wichita Transit Services to identify and use inside and outside advertisement on the buses.*
- *Beth stated that United Way has promotional materials available for any committee members who would like to place them, as well as a group of speakers who would be willing to come and make presentations on behalf of 211.*
- *Plans are still in place to promote 211 in additional locations such as clinics, schools, and social service agencies serving the uninsured.*
- Claudia Blackburn – *Is the use of billboards very expensive?*
 - Beth Oaks – *They are being used now with regular United Way activities. Rates depend on the location. United Way is in the process of negotiating for billboards that have not been in use for awhile (it is more cost-effective). There is a plan in place for next year. They run about \$1700 - \$1800, per billboard, per month. Beth can supply the committee with information about the plan that is in place.*
- Commissioner Norton – *Is there a 211 page in the AT&T phone book?*
 - Beth Oaks – *About a year ago United Way looked to have 211 displayed in the phone book in the same manner as 911. However, they missed putting Sedgwick County in the book, last cycle. Will check again for next cycle.*
- Pamaline King-Burns – *Has United Way used water bill inserts to try and get the word out?*
 - Beth Oaks – *Yes. United Way has also placed promotional materials in Value Pack envelopes.*

- Claudia Blackburn – *Is there a continuous monitoring of health-related 211 calls by United Way? Could the SCHD get a quarterly report from United Way for analysis and use in correlating with outreach efforts?*
 - Beth Oaks – *Yes. All calls are monitored and tagged with identifying keywords.*
- Rod Harris – *Last time we discussed that the call volume had increased at 211 call center in the past eight months.*
 - Beth will review data and share that information with us next time. Radio or TV ads seem to impact the numbers. Beth will provide that information for the next meeting.
- Graham Bailey– *Blue Cross/Blue Shield sends out newsletters to its members’ households with 211 information. They can share these newsletters with others.*
 - Beth Oaks – *United Way can provide articles and information for any newsletters that the committee may know of.*
- Pamaline King-Burns – *Neighborhood and Home Owner Associations have monthly newsletters and are always looking for information for their members. They would also welcome speakers for those meetings.*
- Claudia Blackburn – *Sedgwick County Communications’ Plan could do more strategic planning concerning 211-related information, which might sometimes garner interviews and media-related activities.*

2. Progress Report – Cover the Uninsured Week – Rod Harris

- Rod Harris – *Informed the committee that the event is a month earlier this year. It is now at the end of March.*
- Beth Oaks – *Consider using youth volunteers during Spring Break to help put packets together. United Way may be able to provide some youth volunteers from their “Youth Days of Caring” group, to help with collation of Cover the Insured week materials.*

3. Progress Report – Community Health Coverage Plan – Anne Nelson

- Anne Nelson – *Ascension Health will get a Letter of Agreement for sending someone to Wichita for a year, to provide consultation to Via Christi. They have a lot of tools – questionnaires, focus group materials, and experience in other communities.*
- Anne Nelson – *An advisory committee will be meeting January 23rd.*

4. Progress Report – Build relationship with KHPA – Claudia Blackburn

- *KHPA is currently pushing 3 things – 1) Increase Tobacco User Fees, 2) Clean Indoor Law - statewide, and 3) Increase Access to Affordable Healthcare*
 - Tim Witsman – *Commission Norton’s suggestion that KHPA might consider looking at Sedgwick County as a site for a pilot program, is a great idea.*
 - Claudia Blackburn – *There will be a pilot program conference call, this Thursday. Claudia will email the information to those interested.*
5. Progress Report – Further develop strategy for extending clinic hours of operation – Dave Sanford
 - Informed the committee that the sub-committee has decided to take a step back to see if extended hours are in fact a need in this community, and are investigating feasibility of ER diversion program.
 - *Sub-committee is also reviewing and revising “episodic care” intake procedures.*
 6. Progress Report – Review research data on emergency room use by the uninsured – Randy Peterson
 - *Currently seeking a generally accepted definition of appropriate ER care.*
 7. Progress Report - Study the feasibility of a shared health information system for the safety net clinics – Jon Rosell
 - *HIE committee met with Indiana Health Info Exchange*
 8. Progress Report – Explore 24/7 nurse call line – Rod Harris
 - Beth Oaks reviewed a proposal regarding web-based, one-stop source for citizens facing emergency situations.
 - Josh Shaw, Sedgwick County MPA intern, reviewed results from nurse call line surveys that have been done around the country.
 - Nurse Call Lines are becoming increasingly popular with Safety Net Clinics and hospitals, and state government.
 - Some private businesses are offering nurse call lines as part of their employee benefit packages. However, it is fairly new to local governments.

III. Discussion: Future Meetings – Rod Harris

1. Dates: 2/17, 3/17, 4/14, 5/19, 6/16
2. Location: United Way (except for meeting on 4/14)
3. Time: 1:30pm -3:00pm
 - All members agreed with future dates and time

IV. Meeting adjourned