

THSA

TEXAS HEALTH SERVICES AUTHORITY

THSA Consumer Engagement Task Force

Meeting Minutes

Date: 06/29/2011

Time: 4:00 p.m. – 4:55 p.m. CST

In Attendance:

Task Force Members

Julie Adams Seton – Ascension Health	N	Carl Ahmed CA (Carl Ahmed) Associates	Y	Lee Boyd 4medica	N
Vivian Brandt TDSHS	N	Cindy Bushong Accenture	N	Grady Cason Cerner Corp.	N
Peter Cass Beaumont Family Eye Care	Y	Steve Eichner TDSHS	Y	Susan Fenton Texas State University	Y
James Gaston HIPAA Solutions, Inc.	N	Michelle Goddard TDSHS	Y	Alexandra Gorman Montgomery Co. Hospital District	Y
Lori-Don Gregory Harden Healthcare	Y	Donald Hackett Patient Conversion Media	Y	Jonathon Ishee Northwest Diagnostic Clinic & Access Health Providers	N
Ivelin Ivanov Ringful Health	N	Ann Kitchen Health & Community Strategies	N	Bryan Law Texas House of Representatives	N
Julie Lindenberg UTHealth	N	Sue Newhouse North Texas Medical Center	Y	Billy Philips Texas Tech University Health Sciences Center	N
Manfred Sternberg iHealth Trust	N	Bryan White North Texas Accountable Health Care Partnership	N		

Others Attending:

Jocelyn Dabeau THSA	Y	Tony Gilman THSA	Y	Shannon Moore TMA	Y
Heather Poggi-Mannis MicroAssist	Y	Steve Roddy THSA	Y	Merila Walker THHSC	Y

Agenda Items

#	Item Name	Item Owner	Time Allotment
1	Call to Order, Announcements, Review of Charter and Initial Areas of Focus, and Agenda Overview	Steve Roddy	4:00–4:10 p.m.

Presenter: Steve Roddy (THSA Associate Director of Policy & Planning)

Discussion:

- Mr. Roddy called the meeting to order, reminded that the task force process is intended to be a collaborative process and invited participation, made announcements relating to meeting participation, and inquired whether any members were present but unable to access the shared Wiki site and use the Attendance Tracker? Susan Fenton asked that her attendance be counted.
- Mr. Roddy reviewed the charter and initial areas of focus of the Consumer Engagement Task Force, and indicated that the meeting will be focused on a report from the most recent meeting of the THSA Collaboration Council, an overview of a draft document being developed by the Texas Health and Human Services Commission (HHSC) to ensure a coordinated health information exchange (HIE) communications strategy, a review of task force member feedback on THSA website enhancement, and examination of consumer engagement practices in other states.

2	Collaboration Council Report	Steve Roddy	4:10-4:15 p.m.
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Presenter: Steve Roddy

Discussion:

- Mr. Roddy provided a report on THSA Collaboration Council discussion during its recent meeting relating to the work of the engagement task forces, noting his presentation to Council members of initial task force member responses to questions posed in the first task force meeting and Council member expression of a need to take steps to ensure cohesive messaging regarding Texas HIE.

3	Overview of <i>“Strategy for Assisting Providers to Achieve the Meaningful Use Objectives Relating to Health Information Exchange and Public Health Reporting”</i>	Steve Roddy	4:15–4:25 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none"> Mr. Roddy introduced a draft document titled developed by the Texas Health and Human Services Commission (HHSC), <i>“Strategy for Assisting Providers to Achieve the Meaningful Use Objectives Relating to Health Information Exchange and Public Health Reporting”</i>, to outline a coordinated provider communications strategy. He explained that the document was an initial draft and was being shared with THSA task force members to solicit feedback for HHSC as the document is fully developed. He also explained that this document was being produced in response to the need for cohesive messaging as expressed by task force and Collaboration Council members and local health information exchange (HIE) and regional extension center (REC) representatives, and that the document’s purposes include responding to the federal funding requirement that all Texas providers have at least one means of achieving Texas HIE by the end of 2011 and ensuring consistent messaging and coordinated communications across all of the elements of HIE. He noted that, while the document was created to eliminate confusion among health care providers regarding HIE and to ensure consistent messaging, its recommended strategies for unified and coordinated messages have potential implications relating to consumer as well as provider engagement. Mr. Roddy asked if there any questions or comments regarding the draft coordinated communications strategy document? There were none. <p><i>A copy of “Strategy for Assisting Providers to Achieve the Meaningful Use Objectives Relating to Health Information Exchange and Public Health Reporting” will be posted to the shared task force Wiki site for member review.</i></p>			
4	THSA Website	Steve Roddy	4:25-4:35 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none"> Mr. Roddy reviewed an updated summary of feedback received from members regarding the status of the THSA website as a tool for consumer engagement in Texas HIE and suggestions for enhancement of the site for that purpose. 			

- Discussion took place regarding the need to consider the THSA website’s development in light of the bigger picture of the state’s engagement strategy and to ensure that the manner in which it is integrated into the strategy is well defined. Additional discussion took place relating to understanding the role of the THSA as a primary engagement resource or as a link to other social and internet-based sites and networks, and the need to determine whether the goal is for its website to serve as a one-time initial information source for consumers or as an ongoing resource.
- Mr. Roddy asked if members had additional comments regarding the website at this time? There being none, he asked members to submit any additional recommendations relating to the website and indicated intent to use feedback received as the basis for a statement of work to be used in solicitation of contract assistance in website enhancement.

Participants: Steve Roddy, Steve Eichner

5	Others’ Practices	Steve Roddy	4:35–4:50 p.m.
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Presenter: Steve Roddy

Discussion:

- Mr. Roddy provided an overview of consumer engagement practices employed in other states, including an examination of elements included in web and print-based engagement “toolkits” developed in selected states.
- He provided an overview of federal assistance resources including documents produced through the HISP CEE initiative and the National eHealth Collaborative (NeHC), and referenced recent engagement staffing additions at the Office of National Coordinator, noting that the increased focus on promoting engagement at the national level could inform the Texas engagement initiative.
- He asked if members had comments or questions? Discussion took place regarding the desirability and challenge of developing ways to tie into and leverage other consumer health information resources, and the need to develop consumer engagement strategies that fit within HHSC’s provider engagement communications strategies.

Participants: Steve Roddy, Steve Eichner

6	Future Meetings and Agenda Items; Other Items; Adjournment	Steve Roddy	4:50-4:55 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none">• Mr. Roddy reviewed the future task force schedule, noting that its next meeting is on July 26.• He asked if members had any further items requiring discussion?• There being none, the meeting was adjourned.			