

	THSA Consumer Engagement Task Force <i>Meeting Minutes</i>
	<i>Date: 07/27/2011</i> <i>Time: 4:00 p.m. – 4:30 p.m. CST</i>

In Attendance:					
<i>Task Force Members</i>					
Julie Adams Seton – Ascension Health	N	Carl Ahmed CA (Carl Ahmed) Associates	N	Lee Boyd 4medica	N
Vivian Brandt TDSHS	N	Cindy Bushong Accenture	N	Grady Cason Cerner Corp.	N
Peter Cass Beaumont Family Eye Care	N	Roman Castaneda HCA	N	Norman Dillon, Jr. Lifecare Hospital	Y
Tom Dorsett CTG	Y	Steve Eichner TDSHS	N	Susan Fenton Texas State University	Y
James Gaston HIPAA Solutions, Inc.	N	Michelle Goddard TDSHS	Y	Alexandra Gorman Montgomery Co. Hospital District	N
Lori-Don Gregory Harden Healthcare	N	Donald Hackett Patient Conversion Media	Y	Jonathon Ishee Northwest Diagnostic Clinic & Access Health Providers	Y
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	N	Gijs van Oort HASA	N
Janice Powers Civic Initiatives	N	Billy Philips Texas Tech University Health Sciences Center	N	Yvonne Sanchez THHSC	Y
Manfred Sternberg iHealth Trust	Y	Clark Swainston SHI	N		
<i>Others Attending:</i>					
Jocelyn Dabeau THSA	Y	Tony Gilman THSA	Y	Shannon Moore TMA	Y
Annie Nabers THSA	Y	Steve Roddy THSA	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	4:00–4:06 p.m.
Presenter: Steve Roddy (THSA Associate Director of Policy & Planning)			

- 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? There were no problems reported.
- 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 prepared summary of responses to initial questions posed during the first task force meeting in May and an introduction of a THSA Communications Matrix.

2	Overview of Responses to Initial Questions	Steve Roddy	4:06-4:12 p.m.
---	---	--------------------	-----------------------

Presenter: Steve Roddy

Discussion:

- Mr. Roddy presented to members of the Task Force a draft summary of responses provided, both in prior discussion and in writing, to the initial questions posed during the first task force meeting in May. He explained that the intent is to share the summary document as a first deliverable from this task force to the THSA Collaboration Council on Friday, August 5, and then to the THSA Board at its upcoming quarterly meeting on August 19. He explained that the summary, in its current draft form, had been posted on the shared task force wiki site, and asked that members take time to review its contents and offer any additional ideas or feedback using the online question response form available via the wiki site or by emailing Mr. Roddy directly by Monday, August 1 so that a final version of the document can be shared with the Collaboration Council on August 5.

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	4:12–4:23 p.m.
---	---	--------------------	-----------------------

Presenter: Steve Roddy

Discussion:

- Mr. Roddy introduced a draft THSA Communications Matrix as a document intended to create a basic framework for the THSA's approach to provider and consumer engagement. He explained that this document was created in response to task force and Collaboration Council member suggestions and calls by stakeholders for an approach to provider and consumer engagement that enables cohesive and consistent messaging and clear definition of engagement purposes, audiences, message and communication tools. He indicated that the document is not intended to capture engagement activities by elements of HIE other than the THSA, except in reference to the THSA's collaboration with and support of the engagement work of those entities, and that it is not intended to capture every detail of an engagement strategy, but is intended to provide a framework that describes the THSA work plan going forward.
- Mr. Roddy emphasized the importance of the task force members' review and additional ideas regarding this document. He asked that members direct any related thoughts or ideas to him via email or by phone by COB Friday, August 19, so that an updated edition of the Matrix can be shared at the next task force meeting on August 31.

4	e-Patient Dave	Steve Roddy	4:23-4:29 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Mr. Roddy introduced the e-Patient Dave website, a health information exchange consumer engagement advocacy initiative by a real patient, Dave deBronkart, whose work had come to the THSA’s attention through his appearance at a recent ONC regional event. Mr. Roddy explained that the THSA is very interested in identifying a Texas patient (or patients) who might serve as a Texas-focused consumer advocate in the statewide consumer engagement effort. He advised members to take a look at the referenced website (epatientdave.com) and asked that they share with him any ideas regarding who might fill that role in Texas or where a search might begin. <p><i>Participants: Steve Roddy, Michelle Goddard</i></p>			
5	Future Meetings and Agenda Items; Other Items; Adjournment	Steve Roddy	4:30 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 August 31. <p>Future Meetings:</p> <ul style="list-style-type: none"> • Wednesday, August 31 • Wednesday, October 5 • Wednesday, November 2 • Wednesday, November 30 <ul style="list-style-type: none"> • He asked if members had any further items requiring discussion? • There being none, the meeting was adjourned. 			