



TEXAS HEALTH SERVICES AUTHORITY

THSA Consumer Engagement Task Force

Meeting Minutes

Date: 08/31/2011

Time: 4:00 p.m. – 4:45 p.m. CST

In Attendance:

Task Force Members

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	Y	Roman Castaneda HCA	N	Norman Dillon, Jr. Lifecare Hospital	N
Tom Dorsett CTG	Y	Steve Eichner TDSHS	N	Susan Fenton Texas State University	N
James Gaston HIPAA Solutions, Inc.	N	Michelle Goddard TDSHS	Y	Alexandra Gorman Montgomery Co. Hospital District	N
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	N	Gijs van Oort HASA	N
Janice Powers Civic Initiatives	N	Billy Philips Texas Tech University Health Sciences Center	Y	Yvonne Sanchez THHSC	N
Manfred Sternberg iHealth Trust	Y	Clark Swainston SHI	N		

Others Attending:

Carol Cassell CTG	Y	Tony Gilman THSA	Y	Bruce Gilmore NTMC	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	4:00–4:07 p.m.

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

- Steve Roddy of the THSA 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? Bruce Gilmore and Michele Goddard had difficulty accessing the webinar, and Mr. Roddy indicated that their presence had been noted for the record.
- Mr. Roddy reviewed the charter and initial areas of focus of the Consumer Engagement Task Force, and indicated that the items of discussion for today’s task force meeting would be an update on the status of Texas health information exchange (HIE) implementation and on action taken during the recent THSA Board of Directors meeting, the draft THSA Communications Matrix, and a draft THSA Website Redesign Summary.

2	Texas HIE Update	Tony Gilman	4:07-4:21 p.m.
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Presenter: Steve Roddy, Tony Gilman

Discussion:

- Mr. Roddy introduced Mr. Gilman to provide an update on the status of Texas HIE and on action taken in the THSA Board meeting on August 19. Mr. Gilman noted that the interoperability guidance documents, which were created through the THSA task force process in partnership with Accenture, were adopted by the Board and have been published and are available on the THSA website under the Announcements tab.
- Mr. Gilman also told members of the task force that the THSA Board tentatively approved six respondents to its “white space” initiative request for qualifications to serve as health information service providers (HISPs) in rural areas of the state that do not have a local Health Information Organization (HIO) or regional health information Organization (RHIO). He noted that these six HISPs will go through a round of contract negotiations and must be able to demonstrate that they can pass a technical testing requirement before they are formally qualified to provide services for rural Texas.
- Mr. Gilman asked if there were any questions. There were none.

3	Overview of Draft Communications Matrix	Steve Roddy	4:21–4:30 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Mr. Roddy reminded members that the draft THSA Communications Matrix, introduced at the previous meeting of the task force, is a document intended to create a basic visual 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 THSA engagement purposes, audiences, message and communication tools. • He indicated that the document is intended to provide a framework that describes the THSA work plan going forward, and noted that it is designed to be consistent with the draft HHSC communications document, which has been designed to ensure a coordinated communications strategy involving all of the various elements of HIE. • Mr. Roddy asked if members had additional suggestions regarding the draft Communications Matrix at this time. There being none, he asked members to continue to review the document, posted on the task force shared Wiki site, and provide any additional input as soon as possible. 			
4	Draft THSA Website Redesign	Steve Roddy	4:30-4:41 p.m.
<p>Presenter: Steve Roddy</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Mr. Roddy presented the THSA Website Redesign Summary document to members of the task force. He noted that elements in this document were based on feedback from task force members to initial inquiries about the website's use, as currently constructed, as a tool for engagement. • An inquiry was made regarding a potential link between the THSA website and the task force Wiki. • Mr. Roddy asked if task force members had any additional questions or comments about the draft Summary at this time. There being none, he asked that members continue to review the document and to provide additional input by Friday, September 9, 2011. <p><i>Participants: Steve Roddy, Manfred Sternberg</i></p>			

5	Future Meetings and Agenda Items; Other Items; Adjournment	Steve Roddy	4:41-4:45 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 October 5th. <p>Future Meetings:</p> <ul style="list-style-type: none"> • 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. 			