



TEXAS HEALTH SERVICES AUTHORITY

THSA Consumer Engagement Task Force

Meeting Minutes

Date: 10/05/2011

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)

- 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? None were heard.
- 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 included updates on the status of THSA website redesign, the Texas Local HIE Grant Program, and the White Space Initiative, and discussion on local HIE approaches to consumer engagement.

2	THSA Website Redesign	Steve Roddy	4:07-4:21 p.m.
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Presenter: Steve Roddy, Tony Gilman

Discussion:

- Mr. Roddy advised members on the progress of the THSA website redesign. He noted that a Request for Proposals for Redesign Assistance, including a summary of website design elements, had been developed with task force input and issued to prospective web design firms, and that responses were requested by October 17, 2011.
- Discussion was raised regarding whether a statewide consumer engagement campaign was under consideration. Mr. Roddy noted that the THSA website redesign is the first concrete phase of the THSA's engagement initiative. Mr. Gilman noted that it is anticipated that the THSA's role will continue to be to support local HIE and other participants' engagement initiatives, and that the redesign of the THSA website will help ensure consistency and coordination of information distributed relating to Texas HIE.

Participants: Steve Roddy, Gijs van Oort, Tony Gilman

3	Texas HIE Update and White Space Initiative	Steve Roddy	4:21-4:30 p.m.
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Presenter: Steve Roddy

Discussion:

- Mr. Roddy updated members on the status of the Texas Local HIE Grant Program, interoperability guidance, and privacy and security guidance.
- Mr. Roddy provided an update on progress relating to the White Space strategy. He noted that the White Space strategy was created to ensure that providers in counties that have no local HIE have means of connectivity that ensures their ability to meet federal meaningful use (MU) requirements, initially including clinical summary exchange and lab results delivery. He indicated that qualified health information service providers (HISPs) will provide, at a minimum, lite HIE connectivity services that ensure providers have the ability to meet MU requirements.
- He explained that the THSA is developing plans to create an incentive voucher program that will enable a

qualified HISP whose services are selected by an eligible provider to receive \$400 per physician and \$5,000 per hospital to help defray the initial costs of providing HIE connectivity services.

- Mr. Roddy also noted that the six tentatively qualified HISPs had been required to pass a technical test to ensure their ability to provide secure messaging services that meet MU requirements.
- Discussion was raised regarding the White Space between San Antonio and Corpus Christi. Gijs van Oort suggested that Healthcare Access San Antonio may be able to provide connectivity in that area.
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Participants: Steve Roddy, Tony Gilman, Gijs van Oort

4	Local HIE Approach to Consumer Engagement	Steve Roddy	4:30-4:41 p.m.
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Presenter: Steve Roddy, Gijs van Oort, PhD, Executive Director, Healthcare Access San Antonio (HASA)

Discussion:

- Mr. Roddy introduced Gijs van Oort, Executive Director of Healthcare Access San Antonio (HASA), to discuss HASA’s approach to consumer engagement.
- Dr. van Oort discussed the need to prioritize consumer engagement for the long-range success of HIE efforts and provided an overview of HASA’s approach to consumer engagement, including its focus group initiative and initial results.
- He explained that the intent is to use results to inform a survey of a broader audience later in the year. He also noted that terminology has been an inherent challenge with consumer focus groups.

Participants: Steve Roddy, Gijs van Oort, Manfred Sternberg

5	Future Meetings and Agenda Items; Other Items; Adjournment	Steve Roddy	4:41-4:45 p.m.
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Presenter: Steve Roddy

Discussion:

- Mr. Roddy reviewed the future task force schedule, noting that its next meeting is on November 2nd.

Future Meetings:

- **Wednesday, November 2**
- **Wednesday, November 30**
- The meeting was adjourned.

