



Women's Council
· Wisconsin ·

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**Minutes of the Meeting of the
Wisconsin Women's Council – December 7, 2016**

**Wisconsin State Capitol, Governor's
Conference Room, Madison, WI**

Mary Jo Baas, Chair

Board Members Present: Mary Jo Baas, Cindy Block, Patty Cadorin, Karen Katz, Katie Mnuk, Kim Nickel, Carrie Richard. **Not Present:** Brianna Buch, Representative Janel Brandtjen, Senator Dave Hansen, Senator Janis Ringhand, Michelle Mettner, and Jessica Ward. A quorum of Board members was not present.

Also present: Christine Lidbury (Executive Director), Jessie Nicholson, Megan Purtell, Jean Doeringsfeld (WHA) and Kari LaScala (WHL).

1. **Welcome and Introductions.** The meeting was called to order at 10:30 am. Board members noted the beautiful holiday decorations in the Governor's Conference Room and expressed their appreciation to the Office of the Governor for use of the Room for today's meeting.

2. Approval of Minutes and Board Update

For lack of a quorum, approval of the minutes of September 7, 2016 was deferred to the next Council meeting.

Nicole Bowman. Christine reported that Dr. Nicole Bowman had completed her service on the Women's Council Board, noting that she had served as an engaged and active Board member for over 10 years, traveling regularly between Shawano and Madison to attend meetings.

- Board members expressed their appreciation for Dr. Bowman's strong presence on the Board and dedication in serving.
- Members highlighted her collegiality with fellow members and her effectiveness across two political Administrations. In particular, members noted her contributions as a voice and advocate on issues affecting Native American women and girls in Wisconsin.
- Christine was asked to pursue a Certification of Appreciation on behalf of the Board.

Brianna Buch. Christine reported that Brianna Buch was appointed to the Women's Council by Governor Walker. Ms. Buch works at Epic Systems (Verona) and lives in Madison. She sends her regrets that she was unable to attend this meeting due to prior work obligations but hope to meet everyone at the next meeting.

3. Planning and Resources Overview - moved to the second half of the meeting to better coordinate with planning discussions.

4. Health Literacy. Kari Scala, Health Communications Specialist, Wisconsin Health Literacy (WHL), Madison, WI

A PowerPoint handout was provided (attached).

Ms. Scala defined health literacy and discussed why it is an important topic in Wisconsin:

The Institute of Medicine defines health literacy as "the degree to which individuals have the capacity to obtain, process and understand basic information and services needed to make appropriate decisions regarding their health." As such, an individual's health literacy skills directly correlate to overall health and well-being.

- Literacy skills are the strongest predictor of health status, more than age, income, employment status, education level or racial/ethnic group. (Partnership for Clear Health Communications).
- Health literacy can vary over time, depending on a person's health status, medications, or emotional state. We all experience low health literacy at some points in our lives.
- 1-in-3 Wisconsinites are in need of Health literacy.
- For overall health issues, those with low literacy:
 - More likely to skip preventative measures (mammograms, pap smears, flu shots).
 - Less likely to participate in prevention programs (smoking, obesity).
- Low health literacy increases health care costs.
- 4-in-10 struggle with proficiency in reading and understanding health-related materials.
- A universal problem, everyone at one point has struggled with health literacy issues.
- There is no specific demographic group with low health literacy – it can be found across the spectrum of health care consumers.

About Wisconsin Health Literacy (WHL)

- WHL is an arm of Wisconsin Literacy, Inc.(WLI). WLI has more than 75 member organizations statewide serving adults with literacy programs.
- Many WHL program began out of needs identified for seniors in understanding and managing their health care-related needs.

- The Wisconsin Health Literacy Summit is one of WHL's signature programs. The next Summit will be held in April 2017.
 - It was noted that the Summit offered was a potential partnership opportunity for the Council through sponsorship and participation.

Ms. LaScala spoke with Board members about possible topics and partnership opportunities for the Council in pursuing a program of work in health literacy:

- Participate in the April Summit through sponsorship, or hosting a speaker or session.
- Participate as a partner organization in the WHL's Prescription Label initiative.
- Identify health literacy opportunities with women's health-focused organizations in Wisconsin. Suggested organizations included WI Women's Health Foundation, Wisconsin Alliance for Women's Health, Department of Health Services, WI Department of Family & Children services, Medical Organizations, or Insurance companies. (Christine noted that the Alliance for Women's Health is engaged in its own health literacy program linked to its conference and other programs.)

5. Health Care Cost Transparency. Jean Doeringsfeld, MBA, Vice President, Wisconsin Hospital Association (WHA) Information Center

A PowerPoint handout was provided (attached).

The WHA Information center operates as a partnership with the WI Department of Administration through a contract to collect and disseminate data about charges and services provided by Wisconsin hospitals and ambulatory surgery centers.

The PricePoint web site allows health care consumers to receive basic, facility-specific information about healthcare services and charges. Consumers can query information for Inpatient services, Outpatient Surgeries, Emergency Department and Urgent Care visits, Observation services, and ancillary services like radiology and therapies. Information can be used to compare costs by facility and types of procedures. Not included are costs for doctor's fees, anesthesiologist, and other costs.

Ms. Doeringsfeld told the Council that PricePoint is the best practice standard in health cost information and that Wisconsin has a strong state statute in this regard. The question was asked whether this web site or data could be used to understand the final consumer cost, taking into account an individual's health insurance policy. Ms. Doeringsfeld indicated that this system is not created for that purpose and noting that it would be nearly impossible for the web site to coordinate with the many different health insurance offerings and within each company the many different policies and features.

Christine distributed a handout with information about a Cost-Estimator offered by United Health Care specifically for its current members. It was noted that some insurers provide that

type of feature for their members, cautioning however, that accurate estimates may require procedure codes and other information that may not be readily known to consumers without also working with their health care provider. The Checkpoint web site a complementary database that uses hospital provided data about the quality and safety of the health care services that they deliver in their communities.

Ms. Doeringsfeld noted that the cost and quality databases currently operated separately, but in 2017 the sites will be updated to work together to offer both cost and quality information, and offer more comprehensive consumer information and a more consumer-friendly interface.

3. Planning and Resource Overview (moved from earlier on the agenda)

Christine asked the Council to review planning options around two planning horizons: 1) short-term projects that would be completed by June 30, 2017; and 2) long-term projects that would begin starting around July 1st and run, potentially, through June 2018.

Christine provided an overview of Council funding streams, amounts and timelines:

- State Funding. The Council's is funded through the state budget with General Purpose Revenue (GPR) that is allocated for a specific state fiscal year. The current state fiscal year started July 1, 2016 and ends June 30, 2017. Program funds that are unspent on June 30th are forfeited and a new budget-year allocation begins for the next fiscal year (July 1, 2017 to June 30, 2018).
- Non-State Funding. The Council is also able to receive "Gift and Grant Funds". For accounting purposes, these funds are kept separate from GPR funds and balances can be carried over from year to year. In the last fiscal year, the Council received \$5,000 sponsorship grant from BMO Harris Bank, which was earmarked for the Trailblazer Program. Some of those funds were unspent (GPR dollars were available for use) and the unspent dollars remain available for Trailblazer-related activities.

Funds available for future programming.

- Sort-term. The Council has approximately \$5,000 in GPR funds available for the last quarter of the current fiscal year (before June 30, 2017). These are program funds available for whatever short-term priorities or programs are identified.
- Longer-term. Currently, the Council receives about \$28,000 annual in operating funds. About one-third (\$9,000) are non-discretionary expenses,* leaving about \$19,000 in program funds. It should be noted that this figure is somewhat hypothetical because the actual Council's budget will depend on the next two-year budget recommended by the Governor and passed by the Legislature. These are the program funds that would be available for longer-term planning for the next fiscal year starting in July 2017.

6. Board Discussion, Meg Purtell, Facilitator

The Board was reminded of the four topics on the table for planning discussions. Members were asked to limit planning to the issues presented at the September and December Board meeting, selected based on earlier strategic planning exercises. Board members were asked not to introduce new, unrelated topics at this time.

- Human Trafficking
- Women as Family Caregivers
- Health Care Cost Transparency
- Financial Literacy

Board Members agreed that the Council should maintain current committee involvement with the Wisconsin (statewide) Anti-Human Trafficking Task Force. Follow progress in DCF RFP for public relations and outreach messaging and priorities. Revisit whether to develop new WWC involvement in December 2017.

After discussion on the remaining topics, it was determined that these three issues tie together, particularly around programming focused on or about seniors. However, they have different timetables. There are both short-term and longer-term opportunities for the Council to engage in programs or activities, but impact is unclear. For example,

- Health Literacy: Summit April 2017
- Health Cost Transparency: new website improvements estimated for June 2017.
- Family Caregiving: Fall 2017 public outreach and education campaign, attempt to build a statewide campaign and opportunity to bring in complementary projects on family caregiving related to Alzheimer's disease.

Events – Policy – Partnership Opportunities

Trailblazer Alumni Program

- The Trailblazer program was discussed has having potential for an event and ready audience around any of these chosen issues. It was suggested as a set of resources already available to the Council to launch work on an issue area into the next fiscal year.
- Discussion ensued on how this event might tie to the Council's longer-term planning priorities.
- Organizing an alumni event, between award years, had been discussed and approved in a prior meeting.
- Concern was also raised that a discussion or topic be appropriate to the concerns and/or expertise of business owners.

- It was suggested that the Council research an event linked to caregiving or health care literacy. Perhaps a roundtable or panel, followed by social networking. Wausau was suggested as a possible location because it is more central than Milwaukee or Madison.
- Christine noted that separate "Gift and Grant Funds" were available for this event and would not use the remaining GPR funds for the last quarter of the fiscal year. She urged continued discussion on additional short-term options.

January to June 2017

Board Members identified short-term projects and for Christine to further explore report back at the March Council meeting with suggestions, plans and budgets, as appropriate.

1. Caregiver public education and outreach initiative. Follow-up with DHS on options for programming between March and June and how the Council's involvement would add value to their plans.
2. Trailblazer Roundtable related to caregiving, health literacy or health cost transparency. Goals of an event would include:
 - Reinforcing importance of staying connected and being ambassadors for the Award program.
 - Gain business owner perspectives on the chosen issue, what is important over the long-term, from a policy perspective, etc.
 - Networking among the Trailblazers.
3. Develop materials on the transparency rights of consumers today. Also, look for any upcoming legislative action in the new biennial budget.
4. Explore opportunities to partner or get involved in the 2017 Health Literacy Summit.

Two-Year Planning Opportunities (FY2017 - FY2019)

Health Literacy

- Assisting with the marketing of potential programs, education, and training by highlighting senior, including materials, funding and outreach to new networks. Organized to complement public education on caregiving. Board members emphasized the need to define clear goals.
- Prescription Label initiative (noted in Ms. LaScala's presentation) is addressing the need for uniform information, clarity and consistency on prescription labels. Board members highlighted policy potential for the Council and coordinating Council members who are Legislators or legislative staff.

Health Cost Transparency. The Board discussed how the Council might on the issue of providing consumers with accurate estimates of their out-of-pocket costs to make informed health care choices.

- Promote the PricePoint and CheckPoint websites on the Council website or in other outreach materials.
- Work with Office of the Commissioner of Insurance on ways to work with health insurers, broadly, to provide user-friendly cost estimating tools; promote current best practices.
- Circle back with Ms. Doeringsfeld after June 2017 when the new cost/quality website(s) is ready to launch.

The Board agreed to continue the planning discussions at the March meeting using the narrowed-down program and activity options provided.

The Board commended Ms. Purtell and thanks her for her assistance in facilitating the planning portion of the meeting.

The meeting was adjourned at 1:30 PM.

Respectfully submitted,*

Christine Lidbury

*Meetings minutes recorded with assistance by Megan Purtell.