

**Wisconsin Public Health and Health Policy Institute**  
**Advisory Board Meeting**  
**May 21, 2004**  
**Minutes**

**Participants:**

Board Members: Seth Foldy, Nancy Kaufman, David Kemp, MaryAnn Lippert, Greg Nycz, MaryAnn Lippert, Judy Robson, Eric Stanchfield, David Riemer, Tim Size, Randy Thorson for Gregg Underheim

Staff: Pat Remington, David Kindig, David Ahrens, David Austin, Marion Ceraso, Charlanne FitzGerald, Donna Friedsam, Judy Knutson, Paul Moberg, Robert Stone Newsom, Paul Peppard, Robert Rancourt, Kit Van Stelle

The meeting began with introductions of participants, including staff from the Center for Health Policy and Program Evaluation (CHPPE) which will merge with the Institute effective July 1, 2004.

Minutes of the February 26 Board teleconference were approved.

A multi-part Institute Progress Report was provided for review and feedback from the Board. This included:

- An overview of the annual report for 2003 by Dr. Remington
- A presentation on the planned merger of CHPPE with the Institute, presented by Paul Moberg. Discussion ensued in support of this as a means of reducing confusion regarding organizations within the UW, the need for a shorter name, and the need to advocate for community-based, participatory and evaluation research under the Blue Cross/Blue Shield Conversion plan which might further support the work of CHPPE.
- A summary of the role of the Advisory Board, led by Pat Remington. Discussion followed regarding the nature of the review and release of Issue Briefs.
- Evaluation feedback from county health directors on the County Health Rankings project was provided by Paul Peppard. Discussion concerned local/county need for access to underlying data, concerns over the weighting of determinants for Wisconsin, and complementarity to data Aurora has been collecting. The usefulness of the report in raising issues and media attention versus as a tracking tool was discussed, with advice to use indicators that can change to assure investment in the product. Extensive local interest was reported, including use in local policy making and feedback to county executives. Use for comparative analysis to local goals (versus comparison to other counties) was recommended, as well as benchmarking against quartiles and against other states/counties.

- Use of data in setting 2010 Health Goals for the state was proposed by Dave Kindig, with examples from his recent analyses. Discussion included a suggestion to relate these data to public health spending, to examine both uninsured and underinsured status, and to examine the data by race/ethnicity if possible.
- An overview of results from the annual survey of constituents was presented by Robert Newsom.

Board member updates were given during a working lunch.

- Nancy Kaufman reported that Aurora has submitted obesity-related grants to RWJF, is working in the areas of health literacy and quality improvement.
- Changes in the state health plan were reported by Eric Stanchfield, including carve out for prescription drugs with a single formulary, and a 3-tiered value-based purchasing system. David Riemer suggested this could be a natural experiment to study.
- Judy Robson discussed the need for less exclusions in public health programs, and the move toward improved dental care/sealant programs under Medicaid.
- Tim Size mentioned the IOM report on quality of care in the rural context.
- Pat Remington mentioned health risk appraisal systems established in several clinics.
- MaryAnn Lippert talked about community outreach for a Healthy Lifestyles initiative, and the analytic challenge of separating costs for “health care” from “sick care.”
- David Kemp mentioned the need for dialogue on quality among physicians that SMS is initiating. Eric Stanchfield commented that there are too many different quality reporting systems.
- Greg Underheim’s representative indicated that he had participated in a medical marijuana conference and was also focusing on drug cost issues.

Future/potential projects were discussed.

- David Austin reported on the planned Forums, including Health Literacy, the Business Case for Prevention, and Medicaid. He indicated a joint proposal with the LaFollette Institute for BC/BS Partnership funds was being prepared to continue the forums past the June 2005 end date of the current funding. Discussion of potential future topics followed, including Board member suggestions such as multiple measures of quality and tools to measure quality, Medicaid reimbursement, pay for performance issues, and medication importation. Tim Size suggested conducting a meta-analysis of the Blue Cross/Blue Shield Partnership proposals to examine what the public health community considers important. Further discussion centered on mechanisms to capture and build on the shared energy that the application process itself has created.

- The Institute's American Indian partnerships were discussed by Donna Friedsam. These include the NARCH grant through GLITC supporting community-based research to elevate health status in Indian communities and Blue Cross/Blue Shield funding of the Institute's coordinative efforts.
- Pat Remington briefed the group on discussions within the DHFS regarding establishment of a Wisconsin Public Health Institute. Discussion centered on the difficulty of establishing this given recent rewrite of Public Health Statutes, and the need to consider the options within the context of advancing the state health plan. It was suggested that the Institute could respond to the proposal with an analysis of the implications of establishing a PHI.
- Pat Remington provided an overview of the Blue Cross/Blue Shield Partnership program. Discussion which followed included concerns about how communities could find academic partners, the possible role of the Institute in providing evaluation and other resources and the potential cluster evaluation approaches. Concern was expressed that some local communities felt the process was too cumbersome given their resources.

The meeting adjourned at 2:00 pm.