

Advisory Board Meeting
University of Wisconsin Population Health Institute
Thursday, February 8, 2007
11:00-1:00
Health Sciences Learning Center
Room 3330

Members present:

Steve Brenton
Curt Gielow
Nancy Kaufman
MaryAnn Lippert by phone
Helene Nelson
Greg Nycz
David Riemer
Tim Size
Susan Turney

Members Absent:

Kevin Hayden
Al Jacobs
Chris Queram
Eric Stanchfield
Senator Judy Robson
Peggy Rosenzweig

Guests:

Lisa Collins (representing Senator Judy Robson)
Ron Harms
Nancy Nankivil Bennett (representing Eric Stanchfield)
Maureen Smith

Staff Present:

Patrick Remington
D. Paul Moberg
Bridget Booske
Donna Friedsam
Marion Ceraso
Judy Knutson
Robert Rancourt

The meeting was called to order at 11:00.

All Board members, staff and guests introduced themselves. Minutes from the previous meeting were distributed and approved. The minutes will be posted: www.pophealth.wisc.edu/uwphi.

Dr. Remington referenced the forthcoming 2006 Annual Report which summarizes the Institute's activities during 2006. He asked that each board member approve the listing of the name and affiliation. He then presented the Director's Report which summarized activities of the Institute since the last meeting in November.

Donna Friedsam provided an overview of Health Policy Program activities such as the partnership with WI DHFS to complete a 5-year Action plan for eHealth Quality and Patient Safety and the Health Insurance Privacy and Security Collaborative (HIPSC). She also informed the board about the eHealth Implementation Summit scheduled for March 15, 2007. She described the Evidence-Based Health Policy Project that has been launched with our highly visible partners, the LaFollette School of Public Affairs and the WI Legislative Council. She also noted that the Project Coordinator, Sara Gustafson, is in the process of contacting each of the board members to introduce herself and the project. A Legislative seminar was produced on January 24 concerning new state approaches to expanding coverage. She also continues to

participate in the BadgerCare Plus Advisory Board and has launched planning for the 2007 American Indian Health and Science Symposium.

With respect to the Evidence-Based Health Policy Project, Steve Brenton cautioned the Institute regarding the fine line between the Project and becoming advocates. David Riemer suggested that Donna and her staff focus on processes as well as issues, thinking about how to best communicate evidence to legislators.

Marion Ceraso updated the board on the Healthy Wisconsin Leadership Institute's activities including the Community Teams Program with 36 participants in 5 communities. The first group of teams will be graduating in April. The Health Policy Program has launched several distance-based and on-site health policy workshops. MaryAnn Lippert has been involved in these workshops. Planning is underway for Spring 2007 sessions for the Lifelong learning and Mentoring Program.

With respect to the Population Health Fellowship program, there are currently nine fellows in three cities. Recruitment for the next class was intensified and has increased the number of qualified applicants. Selection takes place in February. Nancy Kaufman inquired regarding applicants and their placement in communities and volunteered to take part as a site.

ACTION ITEM: Contact Kaufman as part of Fellowship Program

A discussion of seminars sponsored by the Institute followed with the suggestion from Tim Size that we consider Media Site Live to webcast the seminars in real time and to provide archived versions on the Web. The current system is not effective and the seminars are hard to locate on the current Website.

ACTION ITEM: Examine possibility of using MediaSite Live

Bridget Booske discussed the successful release of the 2006 Wisconsin County Rankings and the amount of statewide publicity received. She referred to a well-received visit to Juneau County to assist with interpretation of the Rankings. Discussion of the new 2007 Health of Wisconsin Report Card, a product from the Making Wisconsin the Healthiest State project, was deferred until later in the meeting.

Paul Moberg reported about the receipt of new funding as academic partners for three Partnership Fund implementation grants and one planning grant. Work has also begun on two new five-year federal (SAMHSA) projects with the Bureau of Mental Health and Substance Abuse Services: the Screening, Brief Intervention, Referral and Treatment (SBIRT) program to implement and evaluate screening for risky alcohol and other drug use in primary care settings throughout Wisconsin and the Strategic Prevention Framework-State Incentives Grant (SPF-SIG) to improve and fund community-based prevention programs throughout Wisconsin.

Donna Friedsam led a discussion on Board Membership. Several members need to be replaced and she asked for suggestions for names in addition to people who were already invited-- Kevin Hayden, John Torinus, Senator Kathleen Vinehout, and Representative Leah Vukmir. Of this

group, Kevin Hayden accepted, Rep. Vukmir declined and Senator Vinehout and John Torinus have not responded. Curt Gielow offered to help in identifying a potential board member from the Assembly and there was additional discussion about individuals involved in Milwaukee Metro area businesses who might also be contacted. An individual involved with the Well City USA project was suggested as another potential member.

ACTION ITEM: Contact potential members to serve on advisory board

Additional discussion ensued about the issues currently faced by small employers and the lack of sophistication of both purchasers and consumers in light of the complexities of the health care system. Nancy Nankivil Bennett spoke of efforts to educate and engage purchasers, Dr. Turney cited “medical homes” as one of the new ways to engage consumers, and Nancy Kaufman described efforts at Aurora to modify health care to fit with working families’ lives and to compile data on best practices. Curt Gielow spoke of the importance of having consumer information available in appropriate settings such as the placement of men’s health booklets in barbershops.

Dr. Maureen Smith, a faculty member in the Department of Population Health Sciences reported on the Clinical Translational Sciences Award grant proposal that would realign translational and communication work statewide. She particularly sought input from the board about ways to communicate and engage members of the community. The proposal currently builds on the existing AHEC board structure to serve as advisors to this work. Board members responded with concerns about the current effectiveness of the AHEC board although it was also suggested that participation in this effort might actually strengthen the AHEC Board. They cited the importance of a strong advisory board and involving committed individuals up front in the development phase. Another avenue for community involvement included in the proposal is the WREN, Wisconsin’s practice-based research network. Nancy Kaufman suggested using existing list serves to get a broad range of practitioner input. The Partnership Fund has developed one such broad list serve for the OAC.

Dr. Remington and Bridget Booske then introduced the latest draft of the new Health of Wisconsin Report Card. Feedback from several board members who attended a working meeting on January 19 had helped shape this current version. A lively discussion of the content of the Report Card followed addressing topics such as whether readers would consider grades as “absolutes” or would recognize that the grades were “relative” to other states, the appropriateness of some of the grades assigned to Wisconsin’s performance on specific determinants, and why grades were based just on other states not on other countries. With regard to this last topic, Greg Nycz pointed out the basis of the funding for this work was the Healthiest State project, intended to determine what it would take to make Wisconsin the healthiest state. He also pointed out that the overall grades in the draft under discussion might be misleading because they were not the same grades that would result if one calculated a GPA from the underlying subgroup grades. Other issues raised included the need to provide more specific details about various aspects of the methods while also maintaining the user-friendliness of the report card and the need to emphasize the fact that Wisconsin is losing ground and the message that “the system is failing” various subgroups. It was also acknowledged that, in spite of all the

additional feedback, this latest draft was clearly responsive to earlier feedback from the January 19th meeting.

ACTION ITEM: Comments from the Board will be incorporated, and a revised version will be provided to the Board for review.

The meeting was adjourned at 1:30.

The next meeting is scheduled for June 5. Board members were asked to extend the time held on their calendars for this meeting to 10:00 am -2:00 pm.