

Advisory Board Meeting
University of Wisconsin Population Health Institute
April 24, 2008
11:00 am – 2:00 pm
Wisconsin Medical Society, Madison

Members present:

Bevan Baker
Curt Gielow
Nancy Kaufman
Helene Nelson
David Riemer
Peggy Rosenzweig
Tim Size
Arvid Tillmar

Staff Present:

Patrick Remington
D. Paul Moberg
David Kindig
Bridget Booske
Marion Ceraso
Donna Friedsam
Emmett Ross
Tom Oliver

The meeting was called to order at 11:05 am. Minutes from the previous meeting were distributed and approved. The minutes will be posted: www.pophealth.wisc.edu/uwphi.

Director's Report and Program Updates:

Pat Remington reported on key program accomplishments in the Institute:

- 1) UWPHI has been awarded a grant by the Robert Wood Johnson Foundation (RWJF) to evaluate the BadgerCare Plus program.
- 2) Work has begun on another new RWJF grant to explore efficient ways to expand the impact of the Wisconsin County Health Rankings in counties in the lower half of the Rankings.
- 3) As part of UWPHI's public health workforce development, five new Population Health fellows have been selected and placed.
- 4) Paul Moberg is directing over \$1m worth of evaluation research and services.
- 5) Pat Remington is serving on the committee overseeing the development of the Federal 2020 health plan.
- 6) UWPHI is participating in the School of Medicine and Public Health (SMPH)'s Institute for Clinical Translational Research (ICTR), mostly through the Health Policy program and through Paul Moberg's direction of the evaluation effort for ICTR.
- 7) The 2007 budget for UWPHI represented more than a 20 percent increase over 2006.
- 8) At RWJF's invitation, UWPHI is developing a concept paper for a major project to expand the County Rankings on a national basis and to explore the use of metrics, partnerships, and incentives for improving population health.

Several board members have been involved in reviewing applications for ICTR's translational research grants as community reviewers and gave positive feedback on this process and SMPH's efforts to make research accessible and useful for people in communities.

Board members also commented on the significance of UWPHI's leadership role in reporting population health information, on the value of the story on the impact of the County Rankings in Juneau County, and of Dave Kindig's efforts to promote efforts to cut across silos and motivate payment for population health. In particular, the board suggested that UWPHI attempt to find a way to

disseminate the “Juneau story” (with a few statistics), to policy makers and legislators within Wisconsin as well as to a national audience (e.g., via a “Narrative Matters” submission to Health Affairs).

Action Item: Provide Advisory Board members with a copy of the new RWJF proposal.

Member Updates

Dick Tillmar reported on a variety of wellness activities, including the Well City and Partnership to Fight Chronic Disease initiatives. Peggy Rozenzweig announced that she will be leaving the UW Regents and UW Hospital Board in June but will continue her work with the National Organ Transport Advisory and her efforts on behalf of a variety of health care providers. David Reimer discussed the history of his new organization, Community Advocates, Inc, and their efforts to go upstream to reduce and prevent poverty. Curt Gielow reported on his work surveying WMS members on health care reform, with the Milwaukee Medical Society on a controlled substance database, and with Concordia University and its new School of Pharmacy. Helene Nelson reported on her work on community engagement for the Healthiest State project, with WMS on expanding the scope of health reform to look beyond insurance issues, and on healthy birth outcomes. Nancy Kaufman has left Aurora but is continuing involvement in the areas of sustainability and fundraising. Bevan Baker announced that the Milwaukee Health Department is looking to recruit a Director of Health Policy & Research, with a link to the emerging School of Public Health while a national search is underway for a director for the Center for Health Equity, a public/private partnership located within the health department. The Health Department is undertaking a major initiative, starting with 4th graders, to reduce teen pregnancy by 46% by 2015, as well as a vaccine initiative. Tim Size reported that the Rural Health Cooperative is looking to hire someone for advocacy work. In addition, he reported on his work with the data subgroup of the Department of Workforce Development Select Committee on Health Care Workforce.

New Business

Dave Kindig gave an update on the “Making Wisconsin the Healthiest State” project. He reported that based on feedback from a variety of people including some Advisory Board members, the early attempt at priority setting has been discontinued. Instead, as more evidence on effectiveness of a wide range of programs and policies is developed, the focus will be on identifying programs and policies with the strongest evidence, population reach, and positive impact on disparities. Following a period of community engagement in the fall, UWPHI will hold a conference in late January (29 and 30) to share results from both the Healthiest State project and the Healthiest Wisconsin 2020 planning. The board members discussed the pros and cons of setting priorities versus other methods of engaging stakeholders and their passions.

Action Item: Time should be allocated at the next Board meeting for additional discussion of the Healthiest State project’s community engagement efforts.

Donna Friedsam reported on the Evidence-Based Health Policy program which currently has lots of momentum with its quick response to issues and successful forums. The funding for this program will need to be renewed as the Partnership Program moves into its second 5-year funding cycle. A number of issues should be addressed about the future shape of the program.

Action Item: The Evidence-Based Health Policy Program should be a major focus of the next board meeting.

Tom Oliver reported on the evaluation (funded by RWJF) of three components of the BadgerCare Plus program:

- 1) Enrollment and administrative simplification
- 2) New healthy lifestyle initiatives (e.g., use of member pledges, HMO participation in programs to pilot the use of incentives)
- 3) Affordability model with cost-sharing at different levels of income.

The meeting adjourned at 2:00 pm.

Handouts for this meeting:

Agenda

Advisory Board member list

Minutes of November 2007 meeting

UWPHI Director's Report and Program Updates

Issue Brief: "Consumer Engagement" and "Value-Driven Health Care: - Do we have the right information tools?"

Recent Healthiest State Project publication: *Opportunities to Make Wisconsin the Healthiest State*

Announcement of UW La Follette Spring Symposium