



Strategy Sub-Committee Meeting MEETING MINUTES

Location: Legislative Office Building
Room 1B
Date: Wednesday, June 26, 2013
Time: 12:45 p.m.

Members Present

Bob Scalettar Vicki Veltri; Deputy Commissioner Anne Melissa Dowling; Bob Tessier

Members Absent

Mary Fox

Other Participants

Dom Laruso; Rebecca Rothchild; Kevin Counihan; Matt Salner

I. Call to Order and Introductions

Bob Scalettar opened the meeting at 12:45p.m. and introduced participants.

II. Consumer Quality Initiatives

Dom Laruso introduced himself as a member of the health impact team for Consumer Reports. Mr. Laruso provided an overview and background of the Choosing Wisely campaign which aims to promote more effective conversations between patients and providers as well as patient education. The role of Consumer Reports is to examine a variety of health topics provided by national medical specialty societies and deliver them to consumers in a consumer-friendly language.

Mr. Laruso provided a presentation overview of the services provided by Choosing Wisely and walked the members through the various and unique partnerships, including its relationship with AARP and Covered California. Mr. Laruso discussed some of the ways in which Choosing Wisely tailors its services to the various organizations.

Mr. Laruso introduced his colleague from Consumer Reports, Becca Rothchild whose role with the campaign is to provide outreach. Ms. Rothchild works closely with the 21 ABIM Foundation grantees. Ms. Rothchild indicated that she helps the grantees to get the information on Choosing Wisely out to those they are working with within their respective regions. Ms. Rothchild provided examples of the various outreach methods including posters, pamphlets, media, speaking at conferences.

Kevin Counihan asked if the group is working with states that already have APCDs up and running remarking that it seems this is another decision support tool similar to the APCD. Discussion ensued.

Dr. Scalettar invited Nancy Yedlin of the Donaghue Foundation to discuss the grassroots work that is going on with regard to the campaign. Ms. Yedlin reported that an informal group of stakeholders began discussing how great it would be to help spur a statewide multi-stakeholder Choosing Wisely campaign for CT. The group developed an idea which would involve various stakeholders that would be a multi-level campaign where providers, the Exchange, state employees, and so forth. Ms. Yedlin offered to share a short white paper on the topic. She explained that the next step for the group is to engage the most active specialty societies in the Choosing Wisely campaign. Mr. Counihan requested to see the white paper. Mr. Counihan stated that the role the Exchange can play is to serve as a type of education and distribution arm for information. A discussion of the multi-layered approach by AHCT ensued.

Mr. Counihan stated that AHCT can come up with options and ways that the Exchange could work with the organization and bring options back to the group.

III. Adjournment

Dr. Scalettar thanked participants. He indicated that the next steps will be to continue the conversation with Ms. Yedlin, try to better understand how CA is working with Choosing Wisely, as well as continue the conversation with Choosing Wisely itself.

Chairperson Scalettar adjourned the meeting at 1:48 p.m.