

**State Consumer Health Information and Policy  
Advisory Council Meeting**

**MINUTES**

- Date:** December 4, 2007
- Start Time:** 10:10 a.m.
- Venue:** Face-to-face and by teleconference, Agency for Health Care Administration, Tallahassee, FL
- Members Present:** Andrew Agwunobi, M.D., Secretary, AHCA; James Bracher, J. Bracher & Associates; Diane Godfrey, Florida Hospital; Charles Milsted, AARP; Steven A. Grigas, proxy for Robert Wychulis, Florida Association of Health Plans; Claire Call, proxy for Mary Beth Senkewicz, Office of Insurance Regulation; Samantha Hunter, proxy for Sally House, Florida Retail Federation; Kim Streit, Florida Hospital Association; Karen L. van Caulil, Ph.D., Health Council of East Central Florida, Inc. and Michael Wasyluk, M.D., Florida Medical Association.
- Members Present  
By Teleconference:** Paul Duncan, Ph.D., Department of Health Services Administration, University of Florida; Mark Swanson, M.D., proxy for Michael Epstein, M.D., All Children's Hospital; Meade Grigg, proxy for Ana Viamonte Ros, M.D., M.P.H., Florida Department of Health; Carolyn Timmann, Executive Office of the Governor; and Antoinette Meaks, proxy for Kate Kemker, Florida Department of Education.
- Members Absent:** Harry Spring, Chair, Humana, Inc.;
- AHCA Staff  
present:** Cheryl Barfield; Amber Bell; Nancy Carvallo; Cruz Conrad; Bill Dahlem, Ph.D.; Beth Eastman; Heidi Fox; Adrienne Henderson; Patrick Kennedy; Cindy Kucheman; Sachi Mankodi; Christopher Sullivan, Ph.D.; Jerome Todd; Mark Thomas; Jerome Todd; and Carolyn Turner.
- Other Participants:** Rachel Bjorklund, F.P.A.; Askar Chukmaitov, M.D., Ph.D.; F.S.U. College of Medicine; Mark Flynn, State Library & Archives of Florida; R.H. Hahn, Vista Health Plan; William Hightower, Florida Osteopathic Medical Association; Kathy Holzer, Florida Hospital Association; Steve Mindlin, Rose, Sundstrom & Bentley; Barbara Shearer, Charlotte Edwards Maguire Medical Library, F.S.U. College of Medicine; and Connie Thornton, North Broward Hospital District.

**Welcome, Introductions and Roll Call:** Beth Eastman, Interim Bureau Chief for the Florida Center for Health Information and Policy Analysis, called the meeting to order and welcomed the members, audience participants, staff, and those attending by conference call. She then called the roll and verified presence of a quorum.

Ms. Eastman introduced two new members of the Florida Center staff - Patrick Kennedy, Administrator for Office of Data Collection, and Heidi Fox, Administrator for Office of Research and Development.

**Advisory Council Update:** Ms. Eastman informed members that there would be a Patient Safety Workgroup teleconference meeting to be held December 12th. She also provided that the Florida Center was currently working on updating the inpatient / outpatient rule, with a rule workshop to be held sometime in January. Ms. Eastman stated that workgroup meetings will resume in January, with the Health Care Facilities workgroup meeting January 15<sup>th</sup> and the Public Relations workgroup meeting January 29<sup>th</sup>. Ms. Eastman reminded members that this would be the last meeting of the year, and as such, asked that they be thinking of candidates to nominate for Chair for the upcoming year.

**Review and Approval of Minutes:** Secretary Agwunobi, acting on behalf of the Chair, called for a review and approval of the minutes of the last meeting. Diane Godfrey made a motion to accept the September 26, 2007 draft minutes. Karen van Caulil seconded the motion. The minutes were approved by unanimous vote.

**Agency Update:** Beth Eastman provided the members with a review of the new consolidated website, [FloridaHealthFinder.gov](http://FloridaHealthFinder.gov), noting that it had been exactly two years since the debut of FloridaCompareCare. She continued by providing a brief synopsis of users' feedback received about the new site, noting that almost all of the survey results were positive in nature. Ms. Eastman informed that members that since it's debut in November, the site had received over 37,000 visits, similar to the number of visits when FloridaCompareCare debuted. Kim Streit questioned whether it would be possible to track the visits to different parts of the website, and Ms. Eastman stated that the visits currently measured were to the home page, but stated she would check with the vendor to see if visits to the different components could be counted. Ms. Streit also questioned when the data would be updated. Ms. Eastman responded that the administrative data was current with 2006 data, and would be updated with first quarter 2007 data sometime in March. Bill Dahlem informed the members that the HEDIS health plan data for services in 2005 was received in October of 2006 and was posted to the website in March of 2007. CAHPS data for 2006 services was received in July of 2007 and updated to the website in October of 2007. Ms. Streit then asked if it would be possible to create a matrix of the dates for data updates that could be posted on the website.

AHCA TASK: Check with vendor to determine if visits to the different components of the website could be counted.

AHCA TASK: Create matrix of scheduled updates of data, including health plan data (HEDIS, CAHPS) and facilities inpatient and outpatient data. Feature matrix of upcoming data updates and current status of data on the website.

**Strategic Planning Goals** - Dr. Agwunobi presented the strategic planning document that resulted from the retreat held in June. He reminded the members that these were just the basic recommendations from the retreat, and explained that although the tasks were presented by workgroup, the tasks and the assignments were open for discussion. Amber Bell reviewed each task and explained which team at the retreat had addressed which issue, whether the task would require legislative or budget consideration, and the proposed time frame for implementation. Dr. Agwunobi asked the members to study the strategic plan and that any suggestions for modification be sent to Beth Eastman by email. Staff will then compile the suggestions and present to the members of the technical workgroups for consideration at their next meeting. He reminded the members that review of the strategic plan was a "journey worth taking to explore all of the options" available to the Council and the workgroups

MEMBERS TASK: Review strategic planning document and provide suggestions for additional items to be considered for inclusion in the plan to Beth Eastman for compilation and dissemination to the members.

AHCA TASK: Compile members' suggestions for additional items to be included in the strategic plan and disseminate to the members for discussion at the workgroup level.

The members then discussed the various components of the strategic plan and the viability of the current assignments for each of the workgroups. It was recommended that the item "Add Medicaid information to the Florida Health Finder Website" be removed from the Health Care Facilities Workgroup and re-assigned to the Health Plan Workgroup. During the discussion, Dr. Agwunobi urged the members to remember to focus on the basic objective of the strategic plan, which was to provide the most information possible to the citizens of Florida, and that the goal is to provide valuable information that is readily available without legislative intervention if at all possible. Ms. Eastman commented that other states were currently involved in legislation regarding public reporting of claims data, and she would ask staff to research which states were doing so, and what is being done on a national level and report back to the members at the next meeting.

AHCA TASK: Research other states' legislation about public reporting of claims data to see what is being done on a national level and provide to the members at the next meeting.

After more discussion of the strategic plan, several recommendations were made for further consideration by the workgroups. Diane Godfrey suggested that the Website and Health Plan workgroups get together to discuss this issue of reporting claims data. Kim Streit agreed that a joint meeting should be held.

AHCA TASK: Facilitate a joint meeting of the Website workgroup and Health Plan workgroup for the purpose of discussing reporting of claims data.

There was also some discussion regarding the current reports being done based on the current data collection. It was suggested that the members contribute ideas regarding additional reports that could be done and featured on the website.

AHCA TASK: Research possible new reports based on current data collection that could be featured on the website and include on the next meeting agenda for discussion.

MOTION: Jim Bracher made a motion to accept the strategic plan as guiding principals for the Advisory Council to move forward in enhancing the website. The motion was seconded by Dr. Wasylik and upon a vote, the motion carried.

**Discussion: Health Information Exchange Coordinating Committee (HIECC)** – Dr. Christopher Sullivan provided the members with a brief update on the HIECC since the last Council meeting. Secretary Agwunobi stated that it was his belief that although the Governor's Health Information Advisory Board had previously sunset, he felt that the Health Information Exchange Coordinating Committee would be well suited to the Advisory Council as another technical workgroup. Although the board members are currently appointed by the Secretary, there is currently language before the legislature for the legislative appointment of members to the board. In order to enlighten the Advisory Council about the new committee's past accomplishments, Dr. Agwunobi suggested that the Health Information Exchange Committee provide a summary of past accomplishments for presentation to members at next Advisory Council meeting. Dr. Sullivan stated that he would not only provide a summary of past accomplishments, but would also provide a summary regarding the FCC grant recently awarded. Further, Dr. Sullivan explained to the members that it was his feeling that the HEICC would be advising the

Council mostly in regards to helping support the strategies already in place. Additionally, the HEICC would endeavor to continue to provide technical support to the Regional Health Information Organizations throughout the state. He stated that the first meeting of the HEICC would be held in January of 2008.

AHCA TASK: Health Information Exchange Committee to provide summary of past accomplishments and FCC grant for presentation to members at next AC meeting.

**Agency Update: 3M Potentially Preventable Hospital Readmissions** – Beth Eastman provided the members with an update regarding the 3M PPRs, stating that staff were working on putting together a teleconference and mail out for the first week in January. She stated that hospitals would then have 3 weeks to review the data and then bring to the Website technical workgroup for further discussion of the methodology. She indicated there would be training available, and that the Website workgroup would discuss and determine how to display the data on the website at their next meeting in January. Kim Streit suggested that it would be key to determine a way to benchmark the data as well.

After the lunch break, Beth Eastman took a moment to thank previous member Lisa Rawlins, and presented a plaque in appreciation for Ms. Rawlins' contributions made towards the Agency's and Advisory Council's efforts in transparency.

**Discussion: Communications Plan** – Beth Eastman presented an updated version of the communications plan that was adopted by the Advisory Council in 2006, noting that the plan had been updated to accommodate the changes in leadership, and policy, noting that the communications plan had been reduced to a listing of tasks or deliverables for ease of dissemination to the members. The list was discussed at length by the members, and several suggestions were made for consideration by the Public Relations Technical workgroup at their upcoming meeting in January. Karen van Caulil, Chair of the Public Relations Technical workgroup, urged all of the members to provide a link to FloridaHealthFinder on their industry websites, and requested staff to provide a copy of the link to anyone who may need it.

AHCA TASK: Provide copy of hyperlink to FloridaHealthFinder website to members.

Further, she suggested that staff prepare a "generic" power point presentation that could be easily adapted by the members for presenting in their daily work. Kim Streit suggested that the power point presentation be tailored to specific groups (i.e. elderly, parents or children) and be provided on the website.

AHCA TASK: Prepare PowerPoint presentation about the new website for use by members in their respective fields. (Prepare variations of presentation tailored to different demographics) Provide links to presentations on the website for download by users.

Several other suggestions and recommendations were discussed, with the Secretary agreeing that much can be done through the workgroup to get the word out about the website. Ms. Eastman suggested that the list of deliverables be used as a starting point for the Agency to work on in the interim, noting that once the PR workgroup met, this list could and probably would be expanded.

**Presentation: Florida Electronic Library** – Karen van Caulil introduced Mark Flynn, Library Program Administrator for the State Library and Archives of Florida, and Ms. Barbara Shearer, Director of the Charlotte Edwards Maguire Medical Library, College of Medicine at Florida State University. Mr. Flynn provided the members with a presentation on the Florida Health Information Network and the Florida Electronic Library and recent efforts to provide health information, along with a variety of other information, to Florida's citizens through the use of the statewide library network. Ms. Shearer provided an overview of the long range plan of the steering committee which includes focusing on outreach and

other coordination of information for public and professional use. It was explained that it is the desire of the Florida Electronic Library to pursue avenues of collaboration with the Advisory Council to provide better information to citizens who are seeking answers to health questions beyond a simple definition. Mr. Flynn explained that the initiative began when trying to empower librarians to be able to provide information that was vetted, accurate and up to date. An infrastructure was put into place that allowed any user to access through any public library in the state simply by entering their library card information. Ms. Shearer stated that the committee would review the Council's current strategic plan to determine if there were areas where the two groups could collaborate. She informed the members that it is the steering committee's feeling that there could be a way to offer the medical information, articles and research that are available through the FEL by developing seamless coordination of information for both the public and the medical professional. Secretary Agwunobi thanked both Mr. Flynn and Ms. Shearer for the informative presentation and vowed to commit the Agency to working with them to explore possible levels of collaboration as quickly as possible.

AHCA TASK: Work with Florida Electronic Library and its steering committee to determine possible avenues of collaboration for the expansion and enhancement of the current website as quickly as possible.

Beth Eastman then reviewed the list of proposed meeting dates for the upcoming year for the Advisory Council and the technical workgroups. It was determined that the proposed date of March 4 was the opening date for the legislative session and probably would not be a good meeting date. Ms. Eastman promised to look into alternative dates and get back to the members with a new date.

AHCA TASK: Determine a new date for the next quarterly meeting and provide to the members.

Ms. Eastman reminded members to provide suggestions for nominations of a new Chair before the next meeting date. Kim Streit responded with a proposed nomination of Secretary Agwunobi for Chair. The nomination was seconded by Diane Godfrey. After asking for any other nominations, and receiving none, nominations were closed and a vote was had. The vote was unanimous for Dr. Agwunobi, and he was named as Chair for the Advisory Council for the upcoming year.

There being no further business, upon a motion by Karen van Caulil, and a second by Kim Streit, the meeting was adjourned.