



Building a Bridge to Better Health Coalition (BBBHC)

Meeting Summary

October 24, 2013



11:00am – 1:00pm
Cherokee Health Systems
Knoxville, Tennessee

ATTENDEES

30 people attended representing 22 different organizations.

WELCOME / INTRODUCTIONS

Dottie Lyvers and Missy Weeks welcomed everyone and asked all members to introduce themselves. Karen Clawson from Cherokee Health Systems was thanked for allowing the BBBHC to meet at their building. Heather Haley, Senior Directory, was thanked for sponsoring lunch.

COLLABORATIVE HEALTHCARE STRATEGIES

Dottie Lyvers and Aaron Bradley shared information about Dr. Amy Boutwell and “Collaborative Healthcare Strategies”. Collaborative Healthcare Strategies engages communities around the world to improve healthcare delivery, working across settings and sectors. They have a three-part aim, including: 1) Promoting Better Health, 2) Providing Better Care, 3) Reducing Healthcare Costs. Dr. Boutwell founded this organization to pursue work aligned with opportunity created by the Affordable Care Act, Partnership for Patients and CMS Center for Innovation. Dr. Boutwell is the co-founder of the STAAR (State Action on Avoidable Rehospitalizations) Initiative. She also serves as a senior physician consultant to the National Coordinating Center for the CMS QIO Care Transitions Theme, and is thus engaged in community-based care transitions efforts in all 50 states.

Aaron and Dottie had a brief conference call with Dr. Boutwell this week to discuss funding opportunities, the Building a Bridge to Better Health Coalition (BBBHC) and the possibility of bringing her to Tennessee for a half-day intensive. Dr. Boutwell indicated that no funding opportunities were on the immediate horizon, given all that CMS is focused on with existing projects. However, she did share that future opportunities would most likely involve Medicaid. Dr. Boutwell was very impressed with the BBBHC and the partners involved, and is interested in partnering.

Aaron shared that there would be a cost involved with bringing Dr. Boutwell to Tennessee. He is hoping to involve TennCare in the event as well. Aaron invited members to partner with the East Tennessee Area Agency on Aging and Disability on this event. Leigh Sterling, etHIN, offered to help in securing sponsors for such an event. If anyone is interested, please contact Aaron Bradley or Dottie Lyvers. We will share details on a potential event as they come together.

For more information about Collaborative Healthcare Strategies, visit <http://collaborativehealthcarestrategies.com/>.

MEETING LOCATION NEEDED

Need Meeting Location for 50 people for the following Building a Bridge to Better Health Coalition meeting dates:

- January 23, 2014
- May 22, 2014
- June 26, 2014

Please contact Dottie Lyvers at DLyvers@ethra.org or (865) 691-2551, ext. 4818 with ideas, or to host.

UPCOMING EVENTS:

Upcoming events were announced:

- Health Equity Summit – November 8th – 8:30am – 3:00pm at Beck Cultural Exchange Center. Registration Required. For more information, contact Ashley Brooks at abrook33@utk.edu.

COMMITTEES

Members broke up into three committees:

1. Community Needs
2. Hospice/Home Health
3. Medication Related Care/Education

COMMUNITY NEEDS COMMITTEE REPORT

Members in Attendance: 14

Define vision statement

- Need to get vision in the air
- Assure team re-evaluated and does direction correction
- Narrow down where to start (can be small steps)
- Aaron Bradley to connect to Akron's Area Agency on Aging (Joe Ruby)

Business Opportunities

- Budget – monies to pay for marketing
- Marketing deployment opportunities
 - Decide target audience (general)
 - Push Cards
 - Videos (5-7 minutes) on different topics (Medication Management, etc.)
 - Develop list of people to disseminate to
 - Email list
 - TV / Radio / Newspaper – Introduce BBBHC (Aaron to contact Don Dare for possible ads about BBBHC)
 - Website / Apps
 - Facebook / Linked In / Social Media

HOSPICE/ HOME HEALTH COMMITTEE REPORT

Members in Attendance: 4

Brainstorming session to come up with ideas on how to educate the community and clinicians on hospice and palliative care

- Insurance regulations change
- Ask for involvement from IHI
- Use of websites to reach consumer
 - Social Media for Building a Bridge to Better Health Coalition (Facebook / Linked In / Twitter)
 - Develop Website
- Target caregivers age range

MEDICATION RELATED CARE/EDUCATION COMMITTEE REPORT

Members in Attendance: 10

Reviewed what information is needed in a Transition of Care

- Medical diagnosis for in and out patient
- Why diagnosis made on both sides
- Include retail prescription in communication
- Timing of admission / discharge information so it's available for provider to review prior to appointment
- Get all pharmacists access to etHIN

Discussed Tools, including a one-page handout.

Suggestion: develop informational video for viewing in hospital (patient's room)

Discussed program at Belew Drugs

- Patient discharge services
- Pharmacy contact with providers
- Home visits – counseling, re-education
- Owner – belief that pharmacist manages medicine
- Serving 50 patients so far

Leigh Sterling with etHIN shared the following:

- How can pharmacists get information?
- Gap analysis around medication in process
- What is short list of goals?

COMMITTEE HIGHLIGHTS

Members from each of the committees shared 3 highlights from their group discussion. These are included in the above committee reports.

Common themes / goals of each committee were discussed, including: social media, website, professionally developed videos.

- Much discussion occurred around the need for social media sites and a website to notify others about the Building a Bridge to Better Health Coalition.
- A website developer was identified and will be contacted prior to the next meeting.
- Suggestion to use Facebook and other sites to post relevant articles, links to meetings, etc.
- Suggestion to get Chamber involved (Leigh Sterling offered to contact)

Videos:

Aaron Bradley suggested the group could develop professionally developed videos (5-7 minutes) to distribute widely to patients.

- Area Agency on Aging and Disability has videographer on contract. Aaron will ask videographer what the cost would be to do 5-7 minute finished video.
- Topics could include Medication Management, advanced care planning and others
- Aaron asked medication group to think about who would be willing to be on camera
- Video could possibly include interviewee as well as voiceover.
- Could add video to social media sites, website (once developed), smartphone apps, DVD
- Suggestion to include scenarios in video segments
- etHIN shared that they just finished developing scenarios – called “The Journey of Helen Tucker” (there are 6 finished videos on etHIN website to use as examples)
- Suggestion that video needs to follow patient to home, not just at hospital

NEXT STEPS / MOVING FORWARD

All BBBHC Members:

- Identify topics for inclusion in professional video
- Identify BBBHC members willing to be interviewed for video
- Consider appropriate social media sites for BBBHC

Area Agency on Aging and Disability will:

- Investigate costs of videographer
- Contact identified web developer to discuss possible development of website
- Share information about the development of a partnership with Dr. Boutwell and Collaborative Healthcare Strategies as it becomes available

NEXT MEETING:

Thursday, December 5, 2013 11:00am – 1:00pm

Cherokee Health Systems – 1st Floor Conference Room, 2018 Western Avenue, Knoxville

This will be a combined November/December meeting due to the holidays - No meeting on November 28th or December 26th!

Respectfully Submitted by:

Dottie Lyvers, East Tennessee Area Agency on Aging and Disability