

HORIZON COMMUNITY HEALTH BOARD

**Douglas County Public Works
Alexandria, MN 56308**

**Monday, September 11, 2017
9:00 a.m.**

Minutes

Present: Douglas: Charlie Meyer
Grant: Pete Hoff, Doyle Sperr
Pope: Larry Lindor, Larry Kittelson
Stevens: Bob Kopitzke, Jeanne Ennen
Traverse: Dave Salberg, Todd Johnson
Community representatives: Dennis Thompson, Deb Hengel

Staff: Sandy Tubbs, Horizon Public Health Administrator
Kathy Werk, Horizon Public Health Assistant Administrator
Greta Siegel, Horizon Public Health Assistant Administrator
Dr. Dave Watkin, Medical Consultant

Guests: Stacey Lhotka, Human Resources Coordinator, Horizon Public Health
Ronda Davis-Minnick, Public Health Nurse, Horizon Public Health
Dr. Susan Paulson

Absent: Jim Stratton, Douglas County Commissioner
Jerry Rapp, Douglas County Commissioner

The meeting was called to order at 9:00 a.m. by Chair Larry Lindor and introductions were made.

Approve Agenda: Motion by Bob Kopitzke, second by Doyle Sperr to approve the agenda as printed. Motion carried.

Approve minutes of August 14, 2017 meeting: Motion by Dave Salberg, second by Dennis Thompson to approve the August 14, 2017 minutes as mailed. Motion carried.

Organizational Branding Strategy by Ronda Davis-Minnick:

Ms. Minnick presented to the Horizon Community Health Board the work of the Organizational Branding Committee for the past 5 months. As a requirement of National Public Health Accreditation, Horizon Public Health must develop and implement an Organizational Branding Strategy. A brand is an organization's image that is implemented across all program areas and is consistently used in all forms of communication.

A survey of 46 community partners and local businesses found that few individuals were fully aware of the services that Horizon Public Health provides. The results indicated that those surveyed were unaware that HPH serves individuals of all income levels and age populations. This survey information indicated that it was important to work on the brand and image for Horizon Public Health to ensure that the residents of our region are aware of the services we provide and the populations that we serve.

The organizational brand will help build relationships and increase visibility for Horizon Public Health and can lead to improvements in the ability to communicate mission and vision. It also provides a set of principles that aid in decision making. An organizational brand will help the public that is served by Horizon Public Health identify important services provided by our organization.

Accreditation requirements include a written organization brand strategy and a brand standards guideline. Documentation must show implementation of the brand strategy that ensures the department staff have a clear understanding and commitment to the brand of the health department, use a common visual identity (logo) to communicate the health department's brand, communicate the brand in a targeted manner to convey the presence of the health department and the essential services that it delivers to its community, integrate brand messaging into organizational communication, display appropriate signage inside and outside the health department, and link the branding strategy to the department's strategic plan.

The Organizational Branding Committee made a recommendation to revise the mission statement of Horizon Public Health to reflect the role of HPH in working with community partners. Three draft mission statements were provided to all staff of Horizon Public Health for a vote. The mission statement that was agreed upon by the majority vote was "To work in partnership with individuals and communities in creating an environment that promotes the health and improves the well-being of all people in Douglas, Grant, Pope, Stevens and Traverse Counties."

The organizational branding committee also recommended one consistently used logo combining the national logo and the Horizon Public Health logo. The staff had three options to vote on and the logo below was selected by popular vote.



Other branding recommendations from the committee included:

- All telephone calls be answered with a consistent greeting
- Use of consistent email signatures across Horizon Public Health
- New name badges be created and worn by all employees
- Consistent use of colors and fonts
- Templates be designed to ensure more consistency in brand communication

A brand standards guideline will be created to be used to outline the organization's brand elements. This will be made available for all Horizon Public Health employees to use.

Discussion followed with members of the board regarding the proposed mission statement and logo. One item brought up with the mission statement is the absence of Public Health's leadership role in the community. An additional comment from a board member was on the logo and asking if it could include the identification of the 5 member counties. With additional explanation and discussion, the Board accepted the revised mission statement and logo as presented.

2018 Health Insurance Rate Proposals:

Ms. Tubbs presented the 2018 Horizon Public Health renewal update from Lakes Country Service Cooperative (LCSC)/Blue Cross Blue Shield (BCBS). In the past, when LCSC calculated the renewals, they then determined the pool minimum and maximum increase based on the entire insurance pool. Starting with the 2018 premium calculations, LCSC is calculating group premiums based on their own experience and blending it with the community experience. For groups with 51-99 employees, which includes Horizon, the premiums are calculated at 75% experience rated and 25% community (pool) rated. This change is more similar to how standalone fully-insured groups are underwritten. While this new methodology is designed to stabilize future increases and create a healthier risk pool for the service cooperatives long-term, it removes some of the advantages to Horizon Public Health of being in the purchasing pool, such as rate stabilization.

With a loss ratio of 130.4% in 2016 and 107.1% year-to-date in 2017, Lakes County Service Cooperative proposed a 46.5% rate increase for Horizon Public Health in order to recuperate some of their losses. Because of this large rate increase, Horizon Public Health also contacted the Public Employees Insurance Program (PEIP) for a proposal in addition to LCSC. PEIP is the largest pool in Minnesota and includes all State employees. PEIP will be unable to match current plan designs as they only allow 3 set plans. While PEIP is a much larger pool and often offer competitive pricing, they do limit plan designs and use a gatekeeper model. Commissioner Representatives with consumer experience under the PEIP health insurance plan shared some of the challenges of a gatekeeper model. Horizon Public Health has requested a quote from PEIP, which is expected by September 15th or shortly thereafter.

Matt Magnuson from Prime Health was in attendance to review the PrimeHealth plan designs and rates for Horizon Public Health as a third option for health insurance for the organization. The goal of Prime Health is rate stabilization and reducing the effect that experience of individual organizations has on their rates. The entire PrimeHealth membership creates the pool and the experience of that entire pool is what will affect the future rates. The larger the pool that is covered by PrimeHealth, the greater the opportunity for rate stabilization. A 5-year commitment of the members assures that members don't jump in and out of the pool depending on their individual risk experience, which also supports rate stabilization.

There are 4 single plan options and 1 family plan in the Prime Health policy. The PrimeHealth family plan has a base rate, with age banded rates added on to that base for the spouse and children. Every family covered by PrimeHealth will essentially have a different rate depending on their ages and/or number of children. Preferred One will be administering the PrimeHealth plan, which will be completely separate from the PrimeWest public program insurance program to maintain the confidentiality of the plan members for PrimeHealth.

Mr. Magnuson explained the actuarial value (AV) rating for the current HPH plans. The actuarial value is the average benefit that a member should expect to receive from that health insurance plan. The higher the AV rating, the "richer" the plan in terms of covered benefits. The current HPH plans have an AV rating of 86%-88%.

The next step for Horizon Public Health is to make a decision regarding employee health coverage for 2018 and beyond. Ms. Tubbs asked if it was the Board's desire to delegate this decision to the

Personnel Committee, or to call a special meeting of the Horizon Board in order to reach a decision prior to the first scheduled negotiating session on September 22. The employer contribution for health coverage will need to be one of the first negotiating issues to be addressed in order to allow sufficient time for open enrollment. Commissioner Lindor then asked Board members to consider whether they had adequate information to make the decision regarding employee health coverage at today's meeting. With most Board members supporting the PrimeHealth model and several of the individual counties already committed to participation with PrimeHealth, Kittelson moved to proceed with the PrimeHealth coverage for Horizon Public Health employees beginning in 2018. Ennen seconded the motion. Motion carried unanimously.

Personnel Update:

Accept letter of resignation from Jay Clark, IT Coordinator:

Jay Clark submitted his letter of resignation on Friday, September 1st effective immediately.

Motion by Bob Kopitzke, second by Dave Salberg to accept letter of resignation from Jay Clark, IT Coordinator. Motion carried. Ms. Tubbs indicated that she is not asking to fill the IT Coordinator position at this time and would like more time to explore other options to meet Horizon Public Health's IT needs. In addition, Ms. Tubbs and Ms. Siegel will be meeting with Shawn Larsen from Morris Electronics in the next week or two. Ms. Tubbs will bring a recommendation to the Board at a future meeting.

Ms. Tubbs informed the Board that the full-time case manager position in the Morris-Glenwood locations has been filled by Rachel Earley, who resides in Cyrus.

Financial Issues

Approve payment of warrants for August 2017: After a few specific vendor questions, the August 2017 warrants in the amount of \$167,967.92 were approved on a motion by Larry Kittelson, a second by Deb Hengel and all voting aye.

Resolution 17-11 accepting August 2017 Hospice donations: Ms. Tubbs presented Resolution 17-11 accepting August 2017 Hospice donations in the amount of \$3,573.02 as follows:

RESOLUTION 17-11

BE IT RESOLVED, that the Horizon Community Health Board hereby accepts the August 2017 donations to Hospice of Douglas County in the amount of \$3,573.02.

Dated this 11th day of September, 2017.

Motion by Dennis Thompson, second by Deb Hengel to adopt Resolution 17-11. Motion carried.

Approve Year-to-Date Financial Report: The monthly financial report was presented and reviewed. During the month of August 2017, Horizon Public Health recorded \$699,797.75 of revenues in excess of expenditures. Year to date revenue exceeds expenditures by \$864,612.65, with total assets of \$5,428,744.34 as of 8/31/17.

Motion by Dave Salberg, second by Larry Kittelson to approve the financial report as presented. Motion carried.

Ms. Tubbs explained that all County Auditors have been notified that the 2018 levy allocation will not increase from the 2017 levy. Once the cost of living adjustment and employer contribution for employee health insurance has been determined, a 2018 budget will be finalized and levy allocations for

2018 will be considered by the Finance Committee, which will then make a recommendation to the Horizon Board regarding the 2018 levy allocation amounts.

Report from Impact Measurement Grant (RWJF) National Meeting in Kansas City:

Ms. Tubbs reported on the Impact Measurement Grant National Meeting in Kansas City from September 6-8, 2017. Horizon Public Health presented initial data measurements at the meeting to show administrative cost savings due to integration and increased efficiency in WIC services and breastfeeding rates pre and post integration. A final evaluation report will be provided to the Board upon conclusion of the grant on October 2, 2017.

Administrator report:

The first union negotiation session is currently set for September 22, 2017. Two new union negotiators, Ginger Thrasher (AFSCME) and Chris Schaefer (MNA), will be involved in this process.

Ms. Tubbs, Commissioner Meyer and Commissioner Kopitzke will meet with the Meeker McLeod Sibley Community Health Board on September 25th to present findings and share the Horizon Public Health integration process, challenges and successes.

Commissioner Ennen informed the Board of the upcoming Resilience viewing in Morris on September 21st from 6:30-8:00 p.m. The film suggests some “next steps” for a community that seeks to address Adverse Childhood Experiences (ACEs). Community discussion will follow the viewing of the film.

Adjourn: The meeting was adjourned at 10:57 a.m. The next meeting is scheduled for Monday, October 9, 2017 at 9:00 a.m. at Douglas County Public Works in Alexandria.