

COLORADO COMMISSION ON AFFORDABLE HEALTH CARE

COMMITTEE/MEETING NAME: Communications and Liaison Meeting	CHAIRPERSON: Jeff Cain
DATE: April 7, 2015	TIME: 4:00 PM – 5:00 PM
MINUTES RECORDED BY: Keystone	LOCATION: Call-in
ATTENDEES: Jeff Cain, Rebecca Cordes, Steve ErkenBrack, Marcy Morrison, Lorez Meinhold and Cally King (Keystone)	

Ground Rules: Start on time, Stay on Task, Maintain Respectful Dialogue. Everyone gets a chance to speak before repeats.

Agenda Items	Discussion	Follow-up/Actions
I. Review Agenda		
II. Review and Approve Minutes from prior meeting	Minutes approved without any issues.	
III. Updates: <ul style="list-style-type: none"> a. Technology for the Commission meetings b. Commission website c. Stakeholder questionnaire d. Statewide meeting planning 	A. The next Commission meeting will be held publicly in-person and via Adobe Connect online. Commissioners will be able to speak so long as their computer has a mic. B. Website has moved forward with SIPA and the URL will be: Colorado.gov/COCostCommission More information on the website is forthcoming in the next week or so; the website launch date is TBD. C. Idea to create a questionnaire to solicit input from stakeholders about current innovations in the health care sector to be sent to providers, consumers, insurers, health care associations, hospitals, foundations, etc. Keystone would then translate responses into a readable format for the Commission. The survey would serve as a preview of information from key stakeholders and help inform a dialogue with potential presenters. Discussion: <ul style="list-style-type: none"> • This will serve as a way to compare “apples to apples” and help prioritize work of the Commission and how to move forward with recommendations. 	Follow up with SIPA about a timeline for the launch of a Commission website

	<ul style="list-style-type: none"> Emphasis should focus on “cost” and what the Commission can recommend in this area <p>D. As we plan the statewide outreach meetings, will need help from Commission members to identify stakeholders for outreach, locations, and other region specific questions. The proposed dates for the outreach meetings works for a quorum so moving ahead to identify times and locations for the 9 meetings.</p>	
<p>IV. Communications Plan</p> <p>a. Audiences</p> <ol style="list-style-type: none"> Legislature Governor’s Office Advocates Business Providers Insurers Foundations Public Media Others <p>b. What information do we want to share</p> <ol style="list-style-type: none"> Talking points <p>c. Role of Committee members in outreach</p>	<p>A. How do we prioritize audiences? Who is the priority in each audience? What is the strategy and approach to reach various audiences? What does each audience need and what is the best way to communicate with each?</p> <p>Discussion:</p> <ul style="list-style-type: none"> Governor and Legislature should be kept up to date on where we are, what we have done, and where we are going. Media does not know Commission exists; they need to understand what the Commission is doing to avoid any misunderstanding. Should look towards the consumer advocacy and the business community for outreach. Carrier and provider networks should be included in the list; they are currently looking at a lot of new cost-savings initiatives. The group should think of the outreach plan in terms of phases and when the timing is important to reach out to each of the audiences. There is currently a short-term need to reach out to Legislature and Governor due to the budget conversations going on right now in the General Assembly. <p>Communications committee will be charged with developing key messages.</p>	Keystone to send out draft Communications Plan before next committee call.
<p>V. Media stories</p> <p>a. How distributed/shared with the Committee</p>	<p>There were two recent news articles on the Commission which brings up the question of how the Committee would like to receive updates on news articles and stories on the Commission.</p> <p>Discussion:</p> <ul style="list-style-type: none"> Preference to receive news updates as soon as possible. 	Keystone to distribute Commission related news articles/stories via email to Committee as soon as possible.

Meeting was adjourned at 4:40pm