

# GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

## Board of Directors Meeting Minutes

Thursday, January 21, 2021 | 12:30 PM to 3:00 PM  
Teleconference *ONLY*

ATTENDANCE			
<b>Board Members</b>  # Members: 17 Quorum: 9	President	<b>Brian Gibbons</b> (Astria Sunnyside Hospital) -----	Healthcare Providers
	Vice President	<b>Sandra Suarez</b> (Yakima Valley Farm Workers Clinic) -----	FQHCs
	Treasurer	<b>Julie Petersen</b> (Kittitas Valley Healthcare) -----	Hospital
	Secretary	<b>Madelyn Carlson</b> (People for People) -----	Transportation
	Past President	<b>Rhonda Hauff</b> (Yakima Neighborhood Health Services) -----	Housing
		<b>Dan Ferguson</b> (Yakima Valley Community College) -----	Workforce
		<b>Dana Oatis</b> (Lourdes) -----	Behavioral Health
		<b>Eric Nilson</b> (Kennewick Fire Department) -----	Public Safety
		<b>Kate Mundell</b> (Coordinated Care) -----	Managed Care Organizations
		<b>Katherine Saluskin</b> (Yakama Nation) -----	Tribes
		<b>Kendra Palomarez</b> (Catholic Charities) -----	Community/ Faith Based Org
		<b>LaDon Linde</b> (Yakima County Commissioner) -----	Local Government
		<b>Les Stahlnecker</b> (Education School District 123) -----	Education
		<b>LoAnn Ayers</b> (United Way of Benton & Franklin Counties) -----	Philanthropy
<b>Martha Lanman</b> (Columba County Public Health Dept) -----	Public Health		
<b>Ronni Batchelor</b> (Lourdes Health Network) -----	Consumer		
<b>Susan Grindle</b> (HopeSource) -----	Social Services		
<b>Tonya Kreis</b> (Yakama Nation) -----	Tribes		
<b>GCACH Staff</b>	Brissa Perez	Diane Halo	Sula Savchuk
	Brittany FoxStading	Laurel Avila	Sam Werdel
	Carol Moser	Lauren Noble	Wes Luckey
	Chelsea Chapman	Martin Sanchez	
<b>Guests</b>	Viktoriya Broyan	Emily McCann	Chris De Villeneuve
	Nicole Donegan	Delaney Downard	
WELCOME AND INTRODUCTIONS			

**Thank you for your engagement with GCACH!**

<p><b>Welcome &amp; Introductions, Consent Calendar</b>          Brian Gibbons</p>	<p>Brian Gibbons, GCACH Board President, facilitated the meeting. Quorum was met with a total of 11 voting members present (or calling in) to the meeting.</p> <p>The Board reviewed the conflict of interest and the self-dealing transactions. Next, they reviewed the January 2021 Board meeting minutes.</p> <p><b>Les Stahlnecker motioned to approve the December 2020 Board meeting minutes. Seconded by Madelyn Carlson. Motion passed.</b></p> <p><b>Amendment: Update “DOH presentation” to “DOH materials” per Les Stahlnecker.</b></p> <p>No further discussion.</p>
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### REPORTS AND UPDATES

<p><b>Cope, Calm, Care Campaign</b>          Nicole Donegan,          Field Group</p>	<p>Nicole Donegan of Field Group shared materials from the Cope, Calm, Care campaign. The campaign has two components: a media ad campaign called “Practice the Pause,” and a training component for school counselors and teachers with accompanying toolkits for children ages 5-12, 13-18, and adults 18+. This campaign is being managed by Diane Halo.</p> <p>Nicole provided an overview of the approach to the bi-lingual campaign which included the creation of the toolkits so they are geared to the public (i.e. education/raise awareness without having exposure to the training).</p> <p>The landing page is the key learning tool. Website: <a href="http://practicethepause.org">practicethepause.org</a> and <a href="http://practicalapausa.org">practicalapausa.org</a></p> <div data-bbox="332 1155 893 1396" data-label="Image"> <p>The logo features the words "Practice the" in a blue script font, followed by "PAUSE" in a bold, purple, sans-serif font. To the left of "PAUSE" is a stylized orange and white pause symbol (two vertical bars).</p> </div> <p>Tools include:</p> <ul style="list-style-type: none"> <li>• Landing page</li> <li>• Toolkits for youth (ages 5-12). This focuses on understanding emotions.</li> <li>• Toolkit for teenagers (age 13-18). This focuses on writing and journaling.</li> <li>• Toolkit for adults. This provides a lot of the tools provided in the training.</li> <li>• Television and radio advertisements.</li> <li>• Billboards (27).</li> <li>• Print ads.</li> <li>• Digital and social media.</li> </ul>
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With respect to these materials have cost \$0 to GCACH. Yakima Health District has covered by their donation. GCACH is covering the printing costs to get these into the hands of partners.

Diane underscored the training tied to this work and asked Chris of Catholic Charities to speak.

Chris from Catholic Charities shared their approach to the training. They have taken an early adopter model and have worked closely with Field Group throughout this process. The first goal was determining how to get these materials out to schools as a means to engage with kids and parents.

The other focus is to get penetration into community, partner with providers to give training and reach out to the various school administrators to get additional traction. There has been a great response. The counselors, advisors, and administrators are very excited. This will ramp up with the school districts across Greater Columbia in the coming weeks.

Diane underscored that we have 288 schools with over 150,000 students in our region. This will require a significant amount of resources to successfully launch these trainings.

Questions/comments included:

- LaDon Linde commented that it is comprehensive and pulled up the website from his phone during the presentation. It came across well. This is certainly something we need. It is not the health or physical effects of COVID that people are concerned with, it goes broader than that. Timeframe for campaign and total cost by completion? Three-month media portion. Hoping to extend longer if we can get other funding. Would be nice to get other health districts on board (CARES funding). Hoping to extend out further. LaDon said it was a good-looking campaign.

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	<ul style="list-style-type: none"> <li>• Kate Mundell offered on behalf of Coordinated Care being the source for foster care as GCACH begins to target new audiences.</li> </ul> <p><b>ACTION:</b> Talk with Kate offline about how to provide C3 materials to foster care audiences.</p>
<p><b>GCACH Officer Election</b> Carol Moser</p>	<p>Carol Moser, Executive Director, sought confirmation from the Executive Officers to continue serving in 2021.</p> <p>Confirmed:</p> <ul style="list-style-type: none"> <li>• Brian Gibbons – President</li> <li>• Sandra Suarez – Vice President</li> <li>• Madelyn Carlson – Secretary</li> <li>• Julie Petersen – Treasurer</li> </ul> <p>Sandra voiced her concerns with her ability to remain as Vice President.</p> <p><b>Brian Gibbons motioned to advance the current slate of Executive Officers on the GCACH Board of Directors for 2021. Seconded by LoAnn Ayers. Motion passed.</b></p> <p><b>ACTION:</b> Revisit Sandra’s ability to serve as Vice President at the next board meeting.</p>
<p><b>GCACH Financial Audit</b></p>	<p>Emily McCann of CLA provided a review of the 2019 financial audit for GCACH. This information was reviewed by the Finance Committee, Carol, and Sula previously. This audit includes the following:</p> <ul style="list-style-type: none"> <li>• Report on the Financial Statements</li> <li>• Letter to Governance</li> <li>• Internal Control Communications and Management Letter</li> </ul> <p>She also highlighted:</p> <ul style="list-style-type: none"> <li>• The Results of Professional Services. The results are provided by an unmodified audit opinion.</li> <li>• Required communications. This included the adoption of new accounting policy in regards to contributions received.</li> <li>• Internal Control Matters. This included material weakness with respect to the WAFE portal. Emily noted that GCACH staff is aware of this and has made improvements to resolve this weakness. Other matters include financial reporting, correct general ledger debits and credits, statement of functional expense methodology, and net asset reconciliation. Again, GCACH is in the process of correcting and coming up with plans of action for these deficiencies.</li> </ul> <p>Julie noted on behalf of the Finance Committee that they did perform a review and is very confident in this plan.</p> <p>Next, Emily briefly reviewed the adoption of ASU No. 2018-08 Clarifying the Scope and the Accounting Guidance for contributions Received and Contributions Made (Topic 958). This resulted in a net asset change to the statement of activities. It was approximately \$5.4 million. The reason for</p>

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	<p>this change is to comply with accrual accounting in ways to differentiate between exchange and nonexchange transactions (e.g. general public). The financials should be updated for this adjustment.</p> <p>Emily reviewed the total assets ending at \$34.5M with a bulk held by financial executor. Total liabilities ended at about \$4M and net assets at \$30M. Total revenue was \$18.7M and total expenses ended at \$19M. The functional breakout expenses show the bulk is program related.</p> <p><b>Julie Petersen motioned to approve the 2019 Financial Audit statements provided by CLA. Seconded by Sandra Suarez. Motion passed.</b></p> <p>No further comments or questions.</p>
<p><b>GCACH Annual Report 2020</b> GCACH Staff</p>	<p>GCACH staff spoke to the articles within the 2020 Annual Report.</p> <ul style="list-style-type: none"> <li>Cover page with pictures of activities such as the personal protective equipment distribution and skill nursing facility project.</li> <li>GCACH 2020 key initiatives including the telehealth fund, assisted living facility, COVID-19 test site marketing efforts, and more.</li> <li>Transforming the healthcare system through the Greater Columbia Cares Model (GCCM). It's a model built from the following elements:</li> </ul> <div data-bbox="479 1029 1274 1365" data-label="Diagram"> <p>The diagram illustrates the 'GREATER COLUMBIA CARES MODEL' at its center. Six surrounding elements are connected to this central hub:</p> <ul style="list-style-type: none"> <li><b>COMPREHENSIVE PRIMARY CARE INITIATIVE (CMS)</b>: Represented by a blue pill-shaped box with an orange circle containing 'CMS'.</li> <li><b>WORKFORCE FOR THE 21ST CENTURY</b>: Represented by a blue pill-shaped box with an orange circle containing a lightbulb icon.</li> <li><b>ROBERT WOOD JOHNSON FOUNDATION</b>: Represented by a blue pill-shaped box with an orange circle containing a stylized orange icon.</li> <li><b>AHRQ, IHI &amp; SAFETY NET MEDICAL HOME CURRICULUM</b>: Represented by a blue pill-shaped box with an orange circle containing a checkmark icon.</li> <li><b>PATIENT-CENTERED MEDICAL HOME</b>: Represented by a blue pill-shaped box with an orange circle containing a circular arrow icon.</li> <li><b>SIX BUILDING BLOCKS</b>: Represented by a blue pill-shaped box with an orange circle containing a cluster of white cubes icon.</li> </ul> </div> <ul style="list-style-type: none"> <li>A look at our practice transformation cohorts, the payments made, provider types, and the Washing Rural Health Collaborative.</li> <li>Practice transformations success stories on Tri-State Memorial and Chaplaincy, as well as supporting primary care behavioral health integration and opioid resource networks (ORNs).</li> <li>Support for social determinants of health through our local health improvement networks (LHINs) and community resilience campaign.</li> <li>2020 pay-for-performance data for the 2017-2019 time period</li> <li>Overview of the GCACH Board of Directors</li> </ul>

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<b>Workplan 2021</b> GCACH Staff	<p>Staff reviewed the various project workstreams across the annual workplan created by Wes. This document provides an overview of the key deliverables and milestones for each project including:</p> <ul style="list-style-type: none"> <li>• PCMH/Learning Collaboratives</li> <li>• Practice transformation</li> <li>• Washington Rural Health Collaborative</li> <li>• Community Paramedicine</li> <li>• Opioid Resource Network (ORN)</li> <li>• Cope, Calm, Care Campaign</li> <li>• CHW Internship Program</li> <li>• COVID-19 Response activities</li> <li>• LHIN Reporting</li> <li>• BH Internship Program</li> <li>• Business Plan</li> </ul> <p>Brian noted that there may be some moving targets. Les acknowledged having contracts signed by February.</p>
<b>ACTION ITEMS</b>	
<b>December 2020 Financial Statements</b> Carol Moser	<p>Carol Moser, Executive Director, reviewed the financial statements for December 2020. This included the statement of budget vs. actuals, statement of activity, and balance sheet.</p> <p>Julie noted that this was a very routine month.</p> <p><b>Julie Petersen motioned to approve the December 2020 financials as presented. Seconded by Madelyn Carlson. Motion passed.</b></p> <p>No further discussion.</p>
<b>SBAR   Cambia Donation</b> Carol Moser	<p>Carol Moser, Executive Director, spoke to the Cambia donation. Around November of 2020, all the ACH leaders were contacted by Cambia Health Solutions to announce they were going to dedicate \$1.8M to ACHs in Washington state. Cambia requested the ACHs to identify a project to address the mental health and wellbeing of people and families in rural communities impacted by the pandemic.</p> <p>GCACH staff has discussed the best use of these funds and was excited about the prospect of using the funds to extend and enhance our existing Cope, Calm, Care Community resiliency campaign. Not only does the campaign align beautifully with the intent of the donation, GCACH feels the money could be used to support more education and training of the curriculum by Behavioral Health providers in the rural areas, thus supporting local providers who are most knowledgeable about community needs.</p> <p>Carol reviewed the budget of the campaign and noted that the Cambia grant would provide an additional \$245,000.</p>

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	<p><b>Ronni Batchelor motioned to approve GCACH to utilize the \$245,000 Cambia grant to enhance and extend the Cope, Calm, Care Community Resiliency Campaign. Seconded by LaDon Linde. Motion passed.</b></p> <p>No further discussion.</p>
<p><b>Approval of C3 Campaign</b> Diane Halo</p>	<p>Diane Halo, Project Manager, asked the board if they are still in favor of the campaign given the materials presented thus far.</p> <p>The board showed enthusiasm for this work.</p> <p><b>Dan Ferguson motioned to approve the deployment of the Cope, Calm, and Care Campaign through the GCACH. Seconded by Ronni Batchelor. Motion passed.</b></p> <p>No further discussion.</p>
<p><b>2020 LHIN Contract</b> Lauren Noble</p>	<p>Lauren Noble, Marketing Manager, reviewed the second reading of the Local Health Improvement Network (LHIN) contract for 2021. The LHIN leaders have reviewed this contract and aware of the changes. The goal is for contracts to be executed by 2/1/2021.</p> <p><b>Sandra Suarez motioned to approve 2021 LHIN contracts as written. Seconded by Madelyn Carlson. Motion passed.</b></p> <p>No further discussion.</p>
<p><b>PTW Nomination</b></p>	<p>Carol Moser, Executive Director, reviewed the nomination for Melda Velasquez to join the GCACH Practice Transformation Workgroup. Melda is the Director of Clinic Operations for Lourdes Health. With the retirement of Barbara Meade, she is recommending Melda as her replacement.</p> <p>Melda Velasquez has been at Lourdes Health in Pasco, Washington since April 2017 and is currently serving as the Director of Clinic Operations for the physician clinics. She has worked in healthcare management for more than 12 years.</p> <p>Melda received her Bachelor’s degree in Health Services Administration from Eastern Washington University and her Master’s degree in Health Administration from the University of Washington. Melda and her husband have three children together and enjoy camping, fishing and spending time on their boat.</p> <p><b>Sandra Suarez motioned to approve the PTW nomination for Melda Velasquez. Seconded by Dan Ferguson. Motion passed.</b></p>

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	<p><b>Abstained: Ronni Batchelor</b></p> <p>No further discussion.</p>
<b>FIRST READING</b>	
<p><b>CHW Program Policy and Application</b>          Carol Moser/Dan Ferguson</p>	<p>Dan Ferguson, Workforce Committee Chair, reviewed the Community Health Worker (CHW) program policy and application changes. The Workforce Committee reviewed these materials previously and had significant contributions. This included feedback from the Department of Health (DOH), Health Care Authority (HCA), and other organizations.</p> <p>This internship program is intended to get CHWs out into the community.</p> <p>Carol Moser, Executive Director, highlighted the emphasis of primary care teams is the goal to help sustain these positions. This will also help providers see the value-add to care as well as link Social Determinants of Health (SDOH) to primary care.</p> <p>Dan noted the value proposition in a Value Based Payment system model. He also encouraged the Workforce Committee to have additional conversations with MCO partners on co-creating the value proposition. That appears to be the challenge across the state based on feedback he’s heard by influencers. What are the MCOs really able to do to help the value of CHWs in organizations. Is there a way for us to help inform their thinking? Can we do research about this?</p> <p>Dan continued, with those conversations he’s had with statewide influencers, they were curious how come GCACH is able to so innovative? He mentioned that it is not tied to a specific model of care (i.e. GCCM is inclusive of multiple models that are good practice but allows for flexibility and innovation). He suggested highlighting in communications.</p> <p>Ronni shared something that came up in a recent conversation with a “Community Cultural Broker” who serves as a CHW but has a different title. Diane noted that it might be good to bring this person in to lead a training.</p> <p>Dan commented that he has been involved in three different task forces throughout the state on CHWs and shared that a sticking point is ensuring employers are ready to employ CHWs. It is important to share the value for organization and the community. We are going to rely the whole system of Greater Columbia ACH to elevate the importance of this so the PTW, the LHINs, etc. It is going to be important to think about this holistically and systemically across the 9-county region.</p> <p>Carol reviewed the comments made to the original policy by the Department of Health. This included requirements for interns e.g. the barriers CHWs experience from the employment side. The rest was minor wordsmithing.</p>

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	<p>Carol reviewed the application. One addition to the questions is why they are applying for these funds to help with screening.</p> <p>Ronni thanked GCACH staff for this work.</p> <p>No further discussion.</p>
<b>DISCUSSION ITEMS</b>	
<p><b>Regional Masking Campaign</b>          Lauren Moser/Carol Moser</p>	<p>Lauren Noble, Marketing Manager, reviewed the overall budget/cost for the GCACH masking communications campaigns. This is to inform a potential regionwide campaign. The total budget for the Benton-Franklin Counties and Yakima campaigns was \$50,671.</p> <p>Comments and questions included:</p> <ul style="list-style-type: none"> <li>• Clarification that TV/Radio ads cost varies and approximately costs:</li> <li>• Messaging might change, might need to incorporate vaccination and masking into the same campaign. Vaccination is one piece, still need to mask and social distance.</li> <li>• Strong need for what is going on and how it is happening.</li> <li>• Barrier between counties and state, need coordination at local level.</li> <li>• Carol noted that the local health jurisdictions do not know who is going to have vaccines and when.</li> <li>• Wes noted the volume of tests between the Pasco and Kennewick sites, and attributed the success of the Pasco site to GCACH’s marketing efforts. Brian agreed.</li> <li>• LHJs don’t have the vaccine. Strange vaccination distribution design that is decentralized at the local level (how does Safeway know where a person is attributed to).</li> <li>• Part of confusion is guidance from the state (firm deadline with unclear conditions).</li> <li>• Regional masking needs to include those who are vaccinated and need to make/socially distance.</li> <li>• Emphasis on the timeline and not going to be ready in the near future. Les shared – when we know we will know, don’t put a deadline on it. If it happens sooner, then we can say yay—if it continues happening, then we can say we are in this together.</li> </ul> <p>No further discussion.</p> <p><b>ACTION:</b> Further consider a regional campaign and revisit at February convening.</p>
<b>ADJOURNMENT</b>	
<p><b>Adjournment</b></p>	<p>Carol announced that Lauren will be leaving GCACH this week to work for her family business. She has been an integral part of the GCACH team and will be dearly missed. Lauren thanked the board and GCACH for the great work and hopes to stay in touch.</p>

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Meeting adjourned at 3:00 pm. Minutes taken by Chelsea Chapman. Find the recording here: <https://youtu.be/5mnZsGVz3VY>.

Recap of motions:

- December 2020 Meeting minutes
- Executive officers for 2021 – Brian Gibbons (President), Sandra Suarez (VP)\*, Madelyn Carlson (Secretary), and Julie Petersen (Treasurer)
- 2019 Financial Audit
- December 2020 Financial Statements
- GCACH to utilize the \$245,000 Cambia grant to enhance and extend the Cope, Calm, Care Community Resiliency Campaign
- Deployment of the Cope, Calm, and Care Campaign through the GCACH
- 2021 LHIN contracts as written
- PTW nomination for Melda Velasquez

Action items include:

- Talk with Kate offline about how to provide C3 materials to foster care audiences.
- Revisit Sandra's position as VP at February convening
- Further consider a regional campaign and revisit at February convening

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