

## Minutes

### UW Medical School Oversight and Advisory Committee 10:00 AM January 8, 2004 – Fluno Center

Members Present:

|                                   |                    |
|-----------------------------------|--------------------|
| Margaret MacLeod Brahm (by phone) | Nancy Miller-Korth |
| Philip Farrell                    | Doug Mormann       |
| Susan Goelzer                     | Gregory Nycz       |
| Mary Lauby                        |                    |

Guests:

Pat Boyle  
Linda Dietrich  
Richard Reynolds

Staff:

Carla Eakins  
Tonya Paulson  
Eileen Smith

The meeting was called to order by Phil Farrell at 10:10 AM.

**1. Approval of Minutes of December 17, 2003 meeting**

Farrell asked if there were any changes to the draft minutes of the December 17 OAC meeting. Since no changes were suggested, Mormann moved to approve the minutes as distributed. The motion was seconded by Goelzer and passed by unanimous vote.

**2. Announcements**

Farrell announced that the OAC meeting scheduled for February 19 will be cancelled since it will be important to concentrate efforts on the training sessions during January and February. The next meeting will be March 11 at 10 AM at the Fluno Center.

Farrell reported that there has been no communication with the WUHF Board during the holiday season. He reported that the assets are in the process of being transferred to the UW Foundation.

Farrell reported that there has been a good response from faculty interested in establishing academic partnerships with community organizations, with approximately 100 forms received.

Farrell announced that response to the request for nominations for MERC membership has been slow; consequently, the deadline has been extended to January 19 and a reminder will be sent to the faculty. He indicated that the document describing the membership of MERC may be revised regarding the representation from Medical

School Administration. It is expected that MERC members will be appointed in February or March.

Farrell announced that the revised draft RFP will be posted on the website next week. He expressed appreciation for all of the effort that has gone into developing and revising the RFP.

### **3. Discussion of Training Sessions**

Smith reminded committee members that the first training session will be held at the Westwood Center in Wausau on Thursday, January 15, from 2-5 PM. She reported that in addition to posting training session information on the website, information on the sessions has been sent to hundreds of organizations. She also distributed a copy of an announcement of the training sessions which will be printed in newspapers around the state. She indicated that press releases rather than paid advertisements would be prepared for Madison and Milwaukee newspapers because of the high cost of placing advertisements in those newspapers.

Smith reviewed the major topic areas in the draft power point presentation which was distributed, indicating that the main purpose of the training sessions is to be interactive and learn from the communities about their needs. She asked for suggestions from committee members on whether copies of the RFP should be distributed at the training sessions or if reference to the website would be adequate. She suggested that a handout could be prepared listing references for relevant and helpful websites. Nycz suggested having the application forms available for distribution, with a few copies of the RFP. He suggested encouraging those attending the training sessions to help spread the word to other community organizations. Mormann recommended having display copies available of the State Health Plan, the Implementation Plan and the RFP.

Smith questioned how OAC members wished to participate in the presentation. Farrell indicated that his part of the presentation would take approximately 15 minutes. Mormann indicated that he would be comfortable being available to answer questions and suggested it would be important to spend adequate time reviewing the application process. Miller-Korth suggested that Farrell introduce the OAC members, who could then say a few words about their role. Farrell recommended that OAC members comment on what this unprecedented opportunity means to the state of Wisconsin and the hard work that has gone into the process so far and that will continue be necessary for organizations in order to be successful in applying for funding and achieving their objectives. Nycz recommended emphasizing that the program needs not just good work, but the very best work. Boyle encouraged public OAC members to be very vocal in enthusiastically endorsing the whole idea and extend their influence in getting community organizations interested in participating. Brahm commented on the need for consistency in key points addressed by OAC members. Farrell suggested videotaping the training sessions and providing a digitized version to OAC members. Nycz suggested that OAC members need to be cheerleaders for the program. He recommended that in addition to reviewing the mission, vision, and guiding principles, it would be important to emphasize assets, such as the energy in the communities and how successful partnerships can provide access to additional sources of funding. Smith

indicated that a slide on assets would be added. Goelzer suggested that a set of talking points be prepared for OAC members' use at the training sessions.

Mormann suggested that the first three questions asked at the training sessions will be: 1) How many dollars are available? 2) How many applications do you expect to receive? and 3) How will I find a partner? Smith emphasized the importance of underscoring the fact that the Plan has not been approved and the program is not being launched. Estimating amount of money available will be very difficult until the gift agreement has approved. Nycz suggested emphasizing in the training sessions that while only excellent proposals will be considered for funding, if there are more excellent proposals than can be funded, the OAC can help to ensure that the funds are allocated to various areas. Reynolds suggested adding a slide on the evaluation criteria. Committee members discussed how to respond to questions about why the Blue Cross/Blue Shield funds were given to the medical schools. Smith indicated that she would include appropriate information in the talking points, drawing upon language from the Insurance Commissioner's Order. In response to concerns about addressing questions about dollars available, Farrell recommended preparing a slide stating "Assuming WUHF Board approval, we anticipate the following..." and emphasize that it is only a guideline. Smith suggested that questions may be raised regarding collaboration with MCW, including submission of proposals to both oversight committees and joint funding. Farrell indicated that submission of proposals to both oversight committees would need to be coordinated and that joint funding would add significant complexity to the process. Brahm suggested that if a question can't be immediately answered, an email address be recorded for personal follow-up, in addition to posting on the website.

#### **4. Discussion of Composition and Role of Review Team(s) for the RFP**

In discussing review teams, Farrell indicated that more than one review team to include outside experts, is planned. Lauby suggested that organizations could be invited to nominate individuals to participate in review teams if they are not planning to apply for funding. Brahm commented that questions might be raised about conflicts of interest for OAC members and suggested that be addressed in the talking points. Farrell recommended that a slide be prepared on review teams, indicating that OAC members will be involved and letting people know how they can volunteer to serve. In response to Brahm's question about the confidentiality of the review process, Smith reported that a legal opinion has been sought.

#### **5. Report of the Initial Meeting of the Community-Based Public Health Education and Training Workgroup (PHET)**

Mormann reported on the first meeting of the Public Health Education and Training Workgroup which was held in Waukesha on January 5. Members of the group are Pat Remington, Doug Mormann, George Mejicano, Terry Brandenburg, Randy Lambrecht, Peter Layde, Margaret Schmelzer and Elizabeth Giese. Remington and Brandenburg will co-chair the group. Mormann reported that the group is interested in thinking broadly about needs, data gathering and analysis before developing a plan for education. The workgroup concentrated on developing a revised committee charge and

a work plan of activities. He commented that if the recommendation is for a study, they would need resources from the OAC and MCW. Under consideration is a survey of the educational needs of public health personnel and a national survey to determine what is being done in other areas. The committee's concern is how much effort should be expended on an overall broad plan and how much should be spent on developing a product which would be valuable to the public health community throughout the state. In response to Miller-Korth's question about how the workgroup was formed, Farrell reported that it was a result of the joint meeting with MCW where it became clear that a broader assessment is needed before the Wisconsin Public Health Leadership Institute is formed since both schools are interested but have different ideas of how to proceed. Miller-Korth recommended that not too much time be spent on assessment before development of the Leadership Institute, since the Institute has already been identified in the Plan, after receiving considerable support at the public hearings during the summer of 1999. Farrell indicated that UW is committed to supporting the type of training that an Institute could provide and will continue to work collaboratively with MCW to try to bring this about. If MCW decides not to proceed, UW will go ahead on its own. He asked Mormann to provide a progress report at the next OAC meeting.

## **6. Future Work of OAC**

Farrell commented that up to this point, the OAC has been very focused on processes and tasks preliminary to implementation of the program. Now it is time to look at the big picture and look at the future role of the OAC and what its responsibilities will be. Smith commented that OAC has an excellent mission and significant vision. As the program is launched, it will be important to think about whether the OAC has all the information it needs to ensure realization of its mission and visions or if there are educational sessions that would be of benefit. Questions that might be considered are: 1) How are we going to affect health policy? and 2) Are we focusing on the right areas? Also, with appointment of MERC, it will be important to think about how the OAC should tie in with MERC and what guidance should be provided. Nycz reminded the committee that the mission, vision, and guiding principles are part of the entire five year plan and apply to the MERC as well as the OAC.

Nycz suggested that most immediately, the OAC will need to consider what has been learned at the training sessions and also to start thinking about evaluation. Miller-Korth agreed that it is time to start looking at developing an evaluation plan to measure success. Goelzer commented on the need to get faculty to think about the broad picture—to think about health instead of healthcare. Lauby suggested that it might be a good time to consider issues about health insurance, the uninsured, under-insured, and healthcare costs. Farrell reported that he had discussed this with Secretary Nelson and thinks there might be an opportunity to partner with the state to deal with these issues. Also, he commented that Pat Remington might consider health insurance and the uninsured and costs as topics for the next conference of the Institute of Public Health and Health Policy. Farrell suggested that it would be helpful to have a set of strategic priorities to focus on during the next few years and stressed the importance of having synergism between the OAC and MERC. In concluding the discussion about how success could be measured, Farrell suggested that it might be necessary to have a consultant to help with evaluation. He requested that Goelzer and Remington worked

together on developing a plan for discussion of strategic topics to be presented at the next meeting of the OAC.

Farrell expressed appreciation for the committee members' participation in the meeting, and the meeting was adjourned at 12:58 PM.

Carla Eakins  
Recorder

Douglas Mormann  
Secretary