

Acton Nursing Services Task Force

Meeting Minutes

June 23, 2015

Task Force Members Present:	Dick Calandrella (Associate), Ellen Feinsand, Katie Green (BOS Chair and Liaison), Brenda Gowing, Adrian Hancock, Charlie Kadlec, Florence Ross, Howard Sussman, Heather York (Town Liaison)
Guests:	Not applicable
Members Absent:	Marge Kennedy (Associate), Pamela Harting-Barrat
Task Force Charge	<ul style="list-style-type: none">▪ Creating a Network Development plan* resulting in increased referrals and reimbursement.▪ Creating a marketing and communication plan to increase exposure▪ Developing a report for Town Meeting presentation to apprise citizens of Task Force status and progress toward achieving the stated objective, (deferred)▪ Proposing a standing Task Force structure

Formalities and Chairman's Update

Presented by: Charlie Kadlec, Chair

The ANSTF quorum was confirmed at 7pm
Minutes for 06/09/2015 were approved.

Summer meeting schedule was confirmed as follows:

- ✓ Next Meeting is July 14 in Room 126 in Town Hall
- ✓ Then, ANSTF will convene on August 25th at Town Hall
- ✓ Weekly or bi-weekly meetings to resume in September

Ms. York informed the Task Force that the Acton TV Conference Room was not "bookable" town space. (Note: Although not Town space, Acton TV is publically accessible and can be secured through citizen request.)

In the course of the Chairman's update, Mr. Calandrella noted that the Acton Nursing Services Department is frequently (and mistakenly) called the Acton Nursing Service department. He offered to work with the Town's IT department to audit and correct incorrect references.

Action Item	Person Responsible	Deadline
Clarify viability of Acton TV space	Mr. Calandrella	By September meeting cycle
Correct references to "Acton Nursing Service"	Mr. Calandrella, Town IT Staff	Deferred

Finance Update

Mr. Kadlec

Mr. Kadlec reported that he is coordinating with town management regarding ANSTF finances, and the software is not setup to describe the revenue and expenses of the service transparently. Garnering information is all the more challenging given the fluidity of Medicare claims payment. Mr. Sussman added that the variances in final Medicare payment (take backs or OASIS resubmissions) also add complexity.

Logically, if the Finance Committee was able to secure data that ultimately triggered the Special Town Meeting, financial information should be more readily available for the ANSTF.

While the Enterprise is visible, the Operating Fund is less visible so it's important to put things in place before the cutover to the new budget year. Thus, there is an increasing sense of urgency in obtaining needed financial information given the nearing close of the fiscal year on 06/30/2015.

Mrs. Gowing observed that in reviewing software system in the context of her Network Assessment, the current ANS software had limited reporting capability. She also noted (and it was confirmed by Mrs. York) that the new ANS software has greater reporting capability. Financial performance based on claim data may therefore be easier to obtain.

Later in the meeting, Mr. Hancock suggested that in lieu of more robust financial information, ANSTF could estimate costs by dividing the ANS budget by the number of contacts. Thus, given the \$600,000 budget, and the (previously reported) 3,000 contacts, ANSTF can estimate a contact cost of \$200 and assess census increase impact accordingly.

(Please see the Marketing Update section for additional comments.)

Action Items:	Person Responsible:	Deadline:
Obtain needed financial information	Mr. Kadlec	Deferred given the outstanding requests to Town Mgt.

(Note: This space intentionally left blank)

Review of ANSTF Charge

Mr. Kadlec

Mr. Kadlec asked the ANSF to review Mrs. Gowing’s proposal that members should refocus on the charge to prepare a findings report for the Board of Selectman. Ms. Green, BOS Liaison suggested that the ANSTF be mindful that the current BOS is constituted by different Selectman than originally participated in the original Special Town Meeting and consequent Task Force launch. After review and comment, the following agreements were made:

- I. Given that the ANSTF has been in place for eight months, it would be prudent to provide a status report to the Board of Selectman. The report would contain the following elements:
 - A. Brief Introductory History of ANSTF launch dynamic
 - 1. Original charge
 - 2. What has been discovered (issues, strengths)
 - B. A Network Assessment inclusive of
 - 3. Near term Referral Outreach Plan
 - 4. Longer term Network Development Plan
 - C. Marketing Priorities with suggestions The suggestions would include
 - 1. The “Attachment 13” renamed and confirming priorities and process
 - 2. Key themes for a targeting postcard outreach plan
 - 3. Provision of external FAQ
 - 4. Commentary as to Web Site accessibility and correct naming conventions and,
 - D. Financial Status and Real Cost Assessment
 - 1. Basic projections on real cost based on available data via the ANS
 - 2. Overall comment on the challenge of obtaining information and the need for greater transparency from Town Budget
 - 3. As information allows, use the example of an outreach campaign (mailing) to demonstrate that a relatively small investment could yield stronger financial results by increasing census.
 - 4. Opportunities for resourcing the ANS (Volunteers, Capital investment) relevant to “Budget Saturday” in October
- II. Confirmation of Task Force Next Steps
 - A. Request to confirm Task Force Status (Temporary or Standing)
 - B. Request for confirmation of subsequent charge (next steps)
 - C. Confirmation of on-going work with the ANS and Heather specifically.
 - D. Request to present at Town Meeting, There are two options
 - 1. The Special November meeting (focus on zoning)
 - 2. The April (standing) Town Meeting (general budget review)

Mrs. Gowing asked what process would be followed to create the BOS presentation document. Mr. Kadlec took the responsibility of creating a draft document for ANS review. The next two ANS meetings would include refinement of the document.

Action Item	Person Responsible	Deadline
Create a “strawman” document against which ANSTF members can provide feedback	Mr. Kadlec	By July Meeting
Schedule ANSTF Presentation for the BOS	Ms. Green	In process

Presentation of Network Assessment

Mrs. Gowng

Action Items	Person Responsible:	Deadline:
<p>Mrs. Gowng reviewed her Network Development Assessment. Key points were as follows:</p> <ul style="list-style-type: none"> ➤ Network Development is a business plan for healthcare delivery services. It differs from Synthesize marketing and provider relations, although will include these elements in the plan. ➤ From a contract negotiation perspective, there is sufficient leverage with WVAHE to obtain best rates for services rendered. ➤ From a growth perspective, ACO approach 	<p>ANSTF Members will be more viable once ANS obtains better outcome</p>	<p>To be reviewed at next meeting</p>

ANS Director and FANS Update

ANS Director Update: Mrs. York reported that she is working on the 2015-2016 budget for her department. It would be likely that marketing campaigns would fall under the Capital fund. Mrs. Gowng suggested that a pre-registration program and community focused tasks will help the Acton Resident payor see greater value in the service. communication about town services across all town departments.

There was a discussion as to the viability of the pre-registration program given HIPPA concerns. Mrs. Ross reported that a generous donation had been made on behalf of the Acton Nursing Services Task Force. Specifically, Mrs. York was concerned about the current software system and email system being secure enough for patient information. There also were concerns about triggering a billing cycle. Mrs. Gowng and Mrs. York agreed to discuss further offline and report back to ANSTF as to the viability of a preregistration program.

There was also a brief discussion of the viability of using volunteers vs. ANSTF staff to make calls out to referral sources. Although volunteers - particularly those with a healthcare or marketing background - could be trained to make ANS calls, given privacy concerns, using ANS staff during town time would be the preferable protocol.

Action Items:	Person Responsible:	Deadline:
Summarize Network Development Assessment for inclusion in BOS report	Mrs. Gowng	By BOS presentation
Assess preregistration program viability	Mrs. Gowng, Mrs. York	By next meeting

Marketing Recommendations inclusive of FAQ

Mr. Hancock

Mr. Hancock confirmed that all Task Force members had an opportunity to review the final version of the "External FAQ". All ANSTF endorsed the FAQ and commended Mr. Hancock on his work. Mr. Hancock offered to ready the FAQ for Web Posting. The External FAQ would also be a resource document for ANSTF members and/or volunteers to describe services accurately.

Mr. Hancock also confirmed that ANSTF members had provided feedback as to priorities for the marketing tactical plan ("Attachment 13.") The final version of the tactical plan integrated member feedback, and will be added to the BOS presentation.

Task Force members discussed the importance of the described tasks being reasonably resourced (both in dollars and in people.) Members also reinforced that the Tactical Plan as a whole would be a resource to Mrs. York as ultimately she is the decision maker for ANS needs.

Action Items:	Person Responsible:	Deadline:
Provide final version of the "External FAQ" for Town Website posting	Mr. Hancock	As per Town response
Provide final version of Tactical Marketing Plan for BOS review	Mr. Hancock	By BOS Presentation.

Marketing Outreach (Postcard) Project

Mr. Sussman

Mr. Sussman stated that he had gathered feedback from Task Force members and synthesized “duplicated thoughts, not words.” Key themes suggested were:

Key Themes or “thought groupings” were:

- ✓ Stability
- ✓ Confidence in ANS quality, and
- ✓ Right to Choose

It was agreed that although Task Force members may opt to contribute suggestions, an outside professional would do the actual design. Mr. Sussman reported that mailing costs were approximately nine cents (\$.09) per item for non-profits. It was noted that although FANS is a non-profit, the ANS might actually have a different status as a town department.

It was also noted that the BOS presentation should include key themes and logic behind targeted mailings, but not actual physical examples (to avoid distraction.)

Action Item	Person Responsible	Deadline
Provide “thought groupings” to members for continued review	Mr. Sussman	By next meeting
Confirm ANS status	Mrs. York	By next meeting.

Agenda Items for Next Meeting and Adjournment

The following topics were suggested for the next ANSTF meeting

- ✓ Financial review, ideally with actual information from the Town Finance office.
- ✓ Continued discussion of ANSTF status recommendation (Task Force or migration to standing board)
- ✓ Review of “strawman” document in preparation for BOS presentation
- ✓ Refinement of marketing themes and mailing campaign example

Respectfully Submitted,

Brenda Gowing

Clerk, Acton Nursing Service Task Force (ANSTF)