

Acton Nursing Services Task Force

Meeting Minutes

July 14, 2015

Task Force Members Present:	Ellen Feinsand, Brenda Gowing, Adrian Hancock, Charlie Kadlec, Marge Kennedy (Associate), Heather York (Town Liaison)
Guests:	Not applicable
Members Absent:	Dick Calandrella (Associate), Katie Green (BOS Chair and Liaison) Pamela Harting-Barrat, Florence Ross, Howard Sussman,
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

Chairman's Update and Formalities

Presented by: Charlie Kadlec, Chair

Quorum was confirmed at 7:05 pm.

Minutes were approved with no changes.

Mrs. Gowing's resignation from the Task Force was acknowledged. It was noted that a new Clerk would be needed for meetings occurring after September 1st.

Mr. Kadlec then distributed the proposed agenda for the BOS Presentation. Segments are as follows:

1. Introduction inclusive of history and ANSTF purpose (Mr. Kadlec)
2. Network Development Assessment inclusive of future trends (Mrs. Gowing)
3. Marketing Update identifying needs and recommendations (Mr. Hancock)
4. ANS Finances including information gaps and cost center transition (Mr. Kadlec)
5. Summary (Mr. Kadlec)

It was suggested that Mrs. York would provide ANS operational and metrics overview. It was also acknowledged that while the presentation will be targeted to last 15 minutes, additional time may be required depending on Board questions and public input.

Action Item	Person Responsible	Deadline
Consider volunteering for Clerk	All Task Force Members	By September 1, 2015
Coordinate with Town Clerk to post approved Minutes and related documents.	Mrs. Gowing	By August 25, 2015 meeting
Review and comment on draft agenda	All Task Force Members	By August 25, 2015 meeting

Finance Update

Mr. Kadlec

Mr. Kadlec reported that Mr. Hancock, Mr. Sussman and he met with Finance Department staff to clarify ANS costs. The accounting process is basic, with simple recording of deposits without attribution to service. Mrs. York added that given HIPPA considerations, there would always be a degree of anonymity on service attribution. Mr. Kadlec and Mr. Hancock acknowledged the concerns about privacy, and also asserted the importance of greater transparency with cost and expense. Additionally, as a standing town department, costs such as software and office supplies will be attributed to a centralized cost center.

Mrs. Gowing interjected, noting that the new software (AXXESS) provides a full reporting suite that would provide desired reports with a button push. (Please see minutes from 06/25/2015 and distributed assessment for more detail.) Mrs. York confirmed the current ANS software had limited reporting capability and that the new ANS software has greater reporting capability. Financial performance based on claim data may therefore be easier to obtain.

Conclusion: There continues to be significant challenge and lack of transparency on actual ANS costs by service. The new software system should allow for greater transparency while protecting patient confidentiality.

Action Items:	Person Responsible:	Deadline:
Review Software System capabilities	Mrs. York	Potentially demo at next ANS Meeting
Document challenges for upcoming BOS presentation	Mr. Kadlect	Target Date: September 22 nd for Pre BOS review

Review of ANSTF Charge - Future Structure of ANSTF

Mr. Kadlec asked members to share their thoughts about the Task Force continuing post BOS presentation. Statements included:

- The ANSTF tasks should be done in collaboration with the ANS, with Mrs. York articulating ANS needs, and the Task Force supporting her effort
- The ANSTF should both develop (marketing) ideas and confirm execution (who will own tasks)
- The ANSTF should continue to assure greater financial transparency
- Town Management would prefer ANSTF to stay in place until 06/30/2016.
- The ANSTF should dissolve once the original charter goals are met.
- The ANSTF should be a new standing committee
- The ANSTF should focus on supporting marketing/service awareness initiatives

Action Item	Person Responsible
Forward thoughts and opinions on ANSTF continuing structure so that the Chairman can synthesize for ANSTF review	All ANSTF members

(Brief) Marketing Update

Mr. Hancock

Mr. Hancock confirmed that the finalized FAQ was ready for BOS and website presentation.		
Action Items:	Person Responsible:	Deadline:
Mrs. York advised the task force that she was proposing a (very) part time position to assist with marketing the service. Mrs. Gowing suggested that it would be beneficial to the town to have better overall communication about services available; e.g. the ANS is one of many services that are underutilized.	Mr. Sassman ANSTF Member	To be reviewed at next meeting

ANS Director and FANS Update

ANS Director Update: Mrs. York reported that she is working on the 2015-2016 budget for her department. Mrs. Kennedy had success in reaching out to the local realtor association would be interested in ANS materials to provide prospective homebuyers. This broadens the original reach beyond one specific real estate agency. It would be likely that marketing campaigns would fall under the Capital fund. Mrs. Gowing suggested that rather than ANS bearing the brunt of the marketing costs, there could be benefit in budgeting communication about town services across all town departments.

Mrs. Ross reported that a generous donation had been made on behalf of the Acton Nursing Services Task Force.

Action Item	Person Responsible	Due
Deferred		

Agenda Items for Next Meeting and Adjournment

The ANSTF reviewed possible August dates for the next meeting. Both August 11th and August 25th were viable for members, and meeting space would need to be confirmed.

Given number of members absent, Mrs. Gowing offered to summarize action items outside of the official Minutes.

The following topics were suggested for the next ANSTF meeting

- ✓ AXCESS demo
- ✓ Refinement of BOS presentation
- ✓ Discussion of ANSTF future structure
- ✓ Replacement for Mrs. Gowing (Clerk duties, member status)
- ✓ Confirmation of "Postcard Campaign" themes

Action Item	Person Responsible	Due
Confirm next meeting date and location	Mr. Kadlec and Mrs. York	By 07/31/2015

Respectfully Submitted,

Brenda Gowing

Clerk, Acton Nursing Service Task Force (ANSTF)