



Latino Health Council

GHC-SCW Capitol clinic
675 W. Washington Ave.
September 27, 2018
9:30-11:30

0. Continental breakfast

Thanks GHC!

1. Introductions

Grounding Exercise

Agrace: **Brenda Gonzalez**; UW Department of Family Health: **Patricia Tellez-Giron**; UW Health: **Shiva Bidar-Sielaff** (Chief Diversity Officer), **Shelly Shaw** (Office of Community Health), **Robin Lankton** (Director of Pop Health), **Lisa Netkow**, **Diana Maglague**; Mendota Mental Health: **Fernando Cano**; Public Health Madison & Dane County: **Nina Gregerson**; UW School of Medicine & Public Health: **Kristi Jones**; Quartz: **Rosario Rhoden**; Wisconsin Council of the Blind & Visually Impaired: **Judith Rasmussen**; Occupational Safety & Health Administration: **Leslie Ptak**- OSHA; SSM Health: **Anne Louise Plesh**; Rape Crisis Center: **Natalia Hildner**; Group Health Cooperative: **Arely Tinoco**, **Ginger Francis**, **Annie Oliver**, **Catalina Heshusius**, **Dana Spychalla** (Marketing and Communications Manager), **Ted Rumler** (Sales and Member Services Manager); Access to Community Health: **Martha Saucedo**; Unidos Against Domestic Violence: **Tania Hernandez**; Canopy Center: **Cecilia Goldschmidt**; Kids Forward: **William Parke Sutherland**; Madison Area Midwives: **Tehmina Islam**; ABC for Health: **Juan Aguirre**; Northeast Senior Center: **Rodrigo Valdivia**; Humana insurance **Javier Barbosa**; YWCA: **Lucia Ledesma**; Former Public Health/Freelance Interpreter: **Jeff Golden**; UW Health Patient Navigator: **Ana Kanna**; Centro Hispano: **Karime Perez**, **Deanna Sell**, **Virginia Lopez**; Journey Mental Health Clinica Latino: **Evie Storfo**; UW Health Mindfulness Program: **Sylvia Eugenia Ruiz**; Planned Parenthood: **Rosario Angulo**; Second Harvest Foodbank (food share program—wants to become a member!!): **Patrick McCue**

(Revision to Meeting Schedule)

2. GHC Presentation (Dana & Ted from GHC)

- Found out this week that they are the #1 health plan in the nation
- A month ago launched “**The GHC Experience Guarantee**” ;
- Just starting to talk about it in the public now (have always ‘lived’ by this principal)
- Essentially, it is a promise that every patient and member gets the best experience every time
- Conversation started 2 years ago & evolved to the value of health care instead of cost; what value are people getting out of the cost?
- Why do this?
 - Falls under innovative bucket = one of their 5 buckets of care

- Business objective = improve patient satisfaction and outcomes; patient feedback = better staff; disrupt the status quo; want to lead the market; expand and differentiate from the other HC systems
- Program allows for mandatory customer service training for staff
- Can be the first here without being the guinea pig
 - Modeling off of a health care system in Philadelphia: Geisinger Health System
- In the first week:
 - 2200 page views; 55 used mobile app; 2500 viewed FAQ; 45 seconds spent on the webpage (*sorry if these numbers are fully correct*)
 - First week 14 submissions (13 complaints, 1 compliment)
 - Reasons for refunds = communications (did not know what they were being charged for, doctor/nurse did not inform of cost, etc.)
 - Satisfaction has increased
 - If follow Geisinger's model, GHC could expect to refund about 4k a month; but there will be improved customer and employee satisfaction
 - Top referring app/site = WKOW weather app
- Homepage of [GHC](#) has a link to the webpage
- GHC has a bilingual team which is considered to have the best customer service in Dane County
- GHC wants to hear about any bad experiences in order to be better
- GHC can be innovative without increasing costs
- There is an [app](#) that patients can use
- What is not covered through the GHC Experience Guarantee:
 - Visiting other non-GHC clinics including UW Health, University Hospital, or regional network providers
 - Disagreements with your provider's medical opinion, medical decision making or refusal to provide or prescribe a particular medication
- **How will it be sent to staff:**
 - Using a dashboard
 - A committee will help managers to coach staff
- **Suggestion:** Cover home births! Others are and it's a cost saving & efficiency measure
- **What is the time response?**
 - 2 business days
- **What are you measuring on your dashboards & are you looking at demographics:**
 - GHC will look at clinic locations, day, time of day, etc. the patient visited
 - Then will look at customer file (age, ethnicity, etc)
 - Plan to dig in deep and pull out meaningful measures to be better

2. Minutes (approval/corrections)

8.23.18 Minutes Approved

3. Announcements/check-in

- **Juan Aguirre (ABC for Health)**
 - This month they are starting their membership year
 - An annual membership includes free live workshops (re: healthcare), comprehensive newsletter, online video trainings, publications & fact sheets, discounts on premium content, discount on conference, discussion on current events and much more.

- Membership = \$70 for individual or \$200 for a organization (up to 3 individuals) membership
- Visit their website to find more:
<https://www.safetyweb.org/healthwatchwi/index.html>
- **Judith Rasmussen (Wisconsin Council of the Blind & Visually Impaired)**
 - Every year, the Council and UW-Madison Department of Ophthalmology hosts the Macular Degeneration Symposium
 - When: October
 - Time: 8am-7pm
 - Where: Alliant Energy Center;
 - RSVP: Call the Council at 608.255.1166 (if possible)
 - ****NO COST to participants****
 - Visit their website for more information:
<https://wcblind.org/news/396-saving-sight-macular-degeneration-symposium>
- **Jeff Golden (freelance interpreter)**
 - Benevolent Specialist Project (BSP) Free Clinic will be doing their fundraiser drive
 - BSP is the only free specialist clinic in our region
 - At least 60% of patients are Latino and/or Spanish speaking
 - Last year, the clinic raised all the money they needed for the year
 - Patricia suggested to partner with La Movida about a potential radio campaign
- **Cecilia Goldschmidt (Canopy Center)**
 - The Canopy Center are moving locations
 - Moving to 2445 Darwin Drive (by airport), Suite #15
 - Opening next Tuesday, September 25
 - Cecilia will send an email to the group with this information
- **Natalia Hildner (Rape Crisis Center)**
 - Holding workshops that will link physical health to stigmatized area of health (MH, abuse, etc),
 - When: Every Saturday in October and first two Saturdays in November
 - All sessions in Spanish and want it to be localized!
 - Please promote!
 - Childcare and a meal will be provided at no cost
 - See flyer
- **Ana Kanna (UW Health Patient Navigator)**
 - Services cover both rural areas and Madison
 - Want to be a resource to all of you
 - Connected with Rosario at Planned Parenthood to do trainings in Platteville and Lake Geneva
- **Sylvia Eugenia Ruiz (UW Health Mindfulness Program)**
 - Providing sessions in Spanish,
 - Hopefully held at Centro but if not perhaps on UW on Science Drive
 - Is there a Cost? All of them will be free for now; may ask for \$\$ to help sustain the class and expand or provide other benefits like childcare

Patricia's email: patricia.tellez-giron@tammed.wisc.edu

- Please send her an email if you are not receive the listserv emails

4. Old business:

- **LHF/Chronic Disease Community Conference**
 - See flyer
 - Patricia will send electronically
 - When: October 20th
 - Time: 8:30a-3:30p
 - Where: Bethel Lutheran Church
 - Theme = Nutrition
 - Patricia's mother has recruited approximately 100 individuals for this, despite being very sick!
 - Still have capacity for many more people, so please recruit!
 - Would like to incorporate mental health resources because of recent events
 - Schedules will be sent out soon
 - Requested volunteers to help set up, execute the event, and help take down
 - A form was sent around for volunteers to sign up. If interested, contact Fernando
 - **What about Swag bags** = quartz & SSM health looking into it
 - If anyone wants to have items in the swag bags (flyers, other swag items, resources, etc.), please make sure to get them to Bethel by Friday before health fair
 - Will need enough for 100 people
 - **Volunteer Lucia Ledesma (lledesma@ywcamadison.com) offered to collect items at YWCA and take to Bethel Friday**
 - Information tables:
 - Centro
 - Quartz
 - SSM (not having a table, but will have giveaways)
 - GHC (will have to double check and will get back to Patricia)
 - Second Harvest Foodbank (potentially could have a table—Patrick will connect with Patricia)
 - Public Health? (Nina will check and get back to Patricia)
 - Set up by 10am; will need to be there from 10-11:30; 10:30-11:30 will have participants come through—concentrated time instead of being there for 5-6 hours
 - Volunteers who signed up-be ready to do what is needed ☺
 - Medical interpreters will be there

5. New business:

- **Latino Teen Health Bash**
 - Patricia + medical students already planning
 - May be calling upon members to help
 - Last year was too long; cutting it by 1.5-2 hours
 - This year: Recruiting kids aged 12-16
 - Need help recruiting kids!
 - Patricia will keep us posted

- **Minutes/meeting places**

- Meetings are typically the 4th Thursday of the month
 - The only meeting that is not the 4th Thursday is the June 20th meeting
- Want a variety of organizations present and to host
 - Requirements to host
 - Big enough room (capacity for at least 30 people)
 - Accessible/easy parking
 - Preferably, provide breakfast, coffee, etc
 - If you sign up, you should send an email to Patricia **at least 2 weeks prior with location, if you are providing food, and any other details**
 - If organizations want to host with another external partner, can do so!
- For those who sign up to take notes: If you are unable to take the minutes, it is your responsibility to cover your 'shift'

Meeting adjourned

Next meeting: October 25, 2018

Meeting place: Wingra/UWDFMCH

Minutes: Rosa Rhoden