



Signature Report

March 20, 2009

Resolution

Proposed No. 09-04.2

1 A RESOLUTION adopting a work plan for the Board of
2 Health regarding health care reform.

3
4 WHEREAS, the Board of Health passed Resolution 08-10 in September 2008
5 adopting principles for health care reform, and

6 WHEREAS, incorporating these principles into local, state and federal health care
7 plans would promote the Public Health Operational Master Plan ("PHOMP") by
8 providing guaranteed access to quality health care and thereby increasing the number of
9 healthy years lived by King County residents, and

10 WHEREAS, the federal and state governments intend to take significant steps to
11 review and potentially implement health care reforms in 2009, and these actions could
12 have a substantial impact on the nature of the health care services available to the people
13 of King County, and

14 WHEREAS, the board wishes to promote the incorporation of its adopted health
15 care principles into any federal and state health reform plans in order to improve the
16 design and function of such plans and promote the PHOMP, and

Resolution

17 WHEREAS, the board and the Public Health Department can promote the
18 incorporation of the board’s adopted principles into federal and state health care reform
19 proposals, and can inform the public of the importance of the principles through targeted
20 communications that aim to educate, inform and advocate;

21 NOW, THEREFORE, BE IT RESOLVED by the Board of Health of King
22 County:

23 A. The Board of Health reaffirms the long-term provision goal of the PHOMP to
24 increase healthy years lived by people in King County and eliminate health disparities
25 through access to affordable, appropriate and quality health care services, through
26 convening and leading the development and implementation of improved community
27 strategies to provide services;

28 B. The Board of Health reaffirms that health care reform is necessary to build a
29 well-functioning health care system and achieve the long-terms goals of the PHOMP; and

30 C. The board adopts the 2009 work plan provided in Attachment A to this
31

Resolution

32 Resolution in order to actively promote health care reform that incorporates the board's
33 adopted principles at the state and federal levels.

34

Resolution was introduced on and passed as amended by the Board of Health on 3/19/2009, by the following vote:

Yes: 11 - Ms. Lambert, Ms. Patterson, Ms. Clark, Mr. Rasmussen, Dr. Sherman, Mr. Hutchinson, Ms. Frisinger, Dr. Nicola and Dr. Counts

No: 0

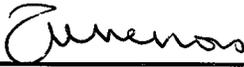
Excused: 4 - Ms. Manning, Mr. Gossett and Mr. Licata

BOARD OF HEALTH
KING COUNTY, WASHINGTON



Julia Patterson, Chair

ATTEST:



Anne Noris, Clerk of the Board

Attachments A. King County Health Care Reform Proposal & Work Plan

King County Health Care Reform Proposal & Work Plan

Prepared by

Roslyn Solomon

March 19, 2009

Proposal

The King County Board of Health (the “Board”) can play a valuable role in the health care reform debate. By promoting its Principles for Health Care Reform (the “Principles”) through rigorous analysis, regular public communications, and collaboration with a range of stakeholders, the Board can inform the community and lawmakers about how to create a health care system that is affordable, comprehensive, and equitable.

Below is a description of the methodology and resources that I would use to successfully complete the Health Care Reform Project, and information about my background and qualifications. I am available to start the project on March 19, 2009, and would plan to complete the proposed activities within a six month timeframe.

Methodology & Resources

Content Development

Health Plan Analysis -- The resources necessary to analyze the health plans using the Principles would consist of reviewing the plans, comparing them against the Principles, and preparing a written review of the analysis. It would take about ten hours of my time to complete this phase.

Program Analysis – A Principles-based analysis of existing King County public health programs would require careful planning in order to use a minimum of staff time and resources.

The approach would require flexibility, but likely would include:

A preliminary review of the selected program(s) operations and effectiveness from provider and /or patient questionnaires; application by program staff of one or more Principle-designed design parameters; overview of implementation; compilation of results over a fixed term; analysis of outcomes using follow-up questionnaires or other data collecting processes.

The initial resources would consist of about ten hours of my time and about ten hours of Department staff time over several weeks to review and select the program. Program staff participation would be required over the course of the study (e.g., limited to about 10 minutes/day if possible). I would provide project oversight of about two hours per week.

Presentation Preparation – After completion of the first phase and initiation of the second, I would meet with the Board members and Department staff who plan to make public presentations. I would review logistics, talking points, and how best to engage the audience. The resources involved would be approximately one hour of my time for each Board member, and 30 minutes of the member's time. I would spend three hours preparing for and meeting with Department staff at one or two group sessions of one hour each. Following these reviews, I would schedule a communications training session with Herndon Alliance representatives to provide all speakers the latest research on effective health care reform communication techniques.¹ This session would take 90 minutes.

Development of Education & Communication Opportunities

Community Outreach – While developing communications content, I would work with external communications staff to contact County-based organizations to schedule interviews and speaking engagements. This part of the project would take about two to three hours per week.

Written Communications – Working with external communications staff, I would help develop articles, opinion-editorials, and blog postings by providing content, drafts of articles, and advice about where and when to place articles. Depending on my participation level, I anticipate spending about one to two hours per week on these tasks.

¹ This workshop would be offered on a pro bono basis by the Herndon Alliance and would be video-taped so that those who could not attend would be able to review the information at their convenience.

Meetings with Lawmakers – I would meet with the County’s lobbyist to ensure that state and federal lawmakers received information about the Principles. I would assist staff with scheduling meetings between Board members and state and federal lawmakers. These duties would take about five hours of my time. As needed, I would meet with Board members to review talking points, objectives, and follow-up plans. These sessions would require about an hour of my time for each meeting, and one hour of time for each Board member, including his or her 30-minute meeting with the individual legislator. There may Board staff follow-up of approximately 30 minutes.

Leverage of Education & Communications

Other Health Departments – Contacts could be pursued with other counties to expand the public health voice for healthcare reform. These contacts could be on-going and could lead to joint presentations to lawmakers and community groups. If requested, I would work with staff to identify contacts in other counties and help develop meeting content. It would take about five hours of my time initially, and one hour per week thereafter as needed.

Collaboration with Stakeholders –Assisting staff with arranging meetings with interested stakeholders (e.g., the UW School of Public Health) would take approximately five hours of my time, and on-going assistance of one hour per week as requested.

My Background

I am the co-founder of The Implementation Project which focuses on promoting comprehensive and equitable health care reform through innovative communications and community outreach. Prior to founding the Project, I directed the legal department of Uplift International (a health and human rights non-profit). I separately provided strategic planning services to Health Alliance International; I am a volunteer consultant for Northwest Law Health Advocates, and the health and human rights project of the New York-based, National Economic and Social Rights Initiative.

Over the past three years, I have analyzed state and federal health care reform efforts, prepared reports, and made presentations for the City of Seattle Human Services Department as part of the implementation of Measure 1, a city-based health reform ballot measure. I separately prepared an analysis of the Public Health Operational Master Plan (the “PHOMP”) and the sections that pertain to health care reform. I assisted Department, City and Board staff with preparation of the Principles, and used them to analyze the Obama and McCain health plans before the 2008 presidential election.

I have met with individual Board members, and I have attended a number of monthly Board and Provision Committee meetings. Board members and their staff can confirm that my reports and analysis were of high quality, produced in a timely manner, and were of value to the Department and the Board.

I am an attorney, and before becoming engaged with health care reform work, I had a private corporate practice for seven years; I taught law as an adjunct professor for seven years; and served for ten years as an administrative law judge. From this professional experience, I developed strong written and oral presentation skills, effective problem-solving abilities, and the capacity to respond quickly and comprehensively to project requirements in a demanding environment.

I am available to attend regularly-scheduled Board meetings, and given my experience working on Board projects, I am familiar with Board processes. My attendance at these meetings and my discussions with members and staff have given me a keen awareness of the resource limitations the County faces as it makes every effort to implement the PHOMP objectives. The pricing and activities outlined in this proposal reflect my effort to work as effectively as possible within these restrictions. A table summarizing the project activities and corresponding pricing is provided below.

Work Plan

Activities	Time Frame	Cost Estimate
Activities	Six months	Billing rate: \$100/hr.
<ul style="list-style-type: none"> • <u>Content Development</u> <ul style="list-style-type: none"> <i>Health Plan Analysis</i> 10 hrs (1st wk) \$1,000 <i>Program Analysis</i> 36 hrs (13 wks) \$3,600 <i>Presentation Preparation</i> 14.5 hrs (3rd/4th wks) <u>\$1,450</u> 		\$6,050
<ul style="list-style-type: none"> • <u>Development of Education & Communication Opportunities</u> <ul style="list-style-type: none"> <i>Community Outreach</i> 52 hrs. (26 wks) \$5,200 <i>Written Communications</i> 42 hrs. (26 wks) \$4,200 <i>Meetings with Lawmakers</i> 15 hrs. (13 wks) <u>\$1,500</u> 		\$10,900
<ul style="list-style-type: none"> • <u>Leverage of Education & Communications</u> <ul style="list-style-type: none"> <i>Other Health Departments</i> 15 hrs. (13 wks) \$1,500 <i>Collaboration with Stakeholders</i> 15 hrs. (13 wks) <u>\$1,500</u> 		\$3,000

King County Healthcare Reform Education & Communications Project Background & Timeline

One of the central goals of the Public Health Operational Master Plan (PHOMP) is to increase the number of lively years lived by people of King County. The PHOMP outlines a number of ways of meeting this goal including advocating for health care financing reform. The King County Board of Health (the “Board”) adopted health care reform principles in Resolution 08-10 in September, 2008 to help guide its work in promoting this goal of the PHOMP.

The work plan delineated below puts the principles at the center of the Board’s and the Public Health Department’s (the “Department”) health care reform efforts. The work plan includes community outreach and education, health care reform advocacy with state and federal legislators, local program design testing, and collaboration with other public health departments. These activities would take place over six month period which is sufficient to determine whether this multi-pronged approach is a sustainable and effective way to implement the health reform provision of the PHOMP.²

The work will be managed by independent consultant, Roslyn Solomon, who assisted with the preparation of the principles and who developed the work plan. Ms. Solomon has a background in law and the legal standards that pertain to health, over twenty years experience as an advocate, and has spent significant time working on health care advocacy with local government officials.

² The work plan activities are subject to change based upon the needs and interests of Board members and Department staff; activities are not provided in full for the sixth month in order to allow for program flexibility as the project develops.

First Month

Principal Activity: Develop the information for health care reform advocacy.

Activities		Schedule
Internal Work	External Communications	
Provide Board briefing regarding healthcare reform activities; federal, state, and local reform efforts; use of County principles in healthcare reform communications; status of project. Begin preparation of written analysis of state & federal reform plans using County principles; and analysis of Obama health principles and County principles.	None	Week 1
Continue preparation of written analysis of state & federal reform plans using County principles; and analysis of Obama health principles and County principles.	None	Week 2
Research potential stimulus funding for application of County principles to local program (pilot project). Complete analysis of health plans and outline advocacy content.	None	Week 3
Complete preparation of communications content; meet with Department and Board staff to prepare initial external communications; set up communication presentation for Board and Department members. Meet with Department staff to review and plan for pilot project.	None	Week 4

Second Month

Principal Activity: Develop content of reform advocacy and begin external communications effort.

Activities		Schedule
Internal Work	External Communications	
Meet with Board and Department members to review content of healthcare communications; review communications opportunities in individual districts. Establish communication plan for each Board member and designated staff. Begin scheduling of external communications.	Publication of op-ed	Week 1
Present healthcare communication information in conjunction with Herndon Alliance; assist Board members and designated Department staff with preparation of talking points. Meet with Department staff to review potential for implementing pilot project.	First Interview(s) in local Newspapers and/or on radio.	Week 2
Meet with County and state healthcare lobbyist(s); begin scheduling meetings for Board members/Department staff with state and federal legislators. Provide Board briefing regarding status of communications strategy and opportunities; update on federal, state and local reform activities. Meet with Dept. staff to review pilot project status.	Letter(s) to federal and state legislators describing principles & setting up meetings.	Week 3
Meet with Department staff to review healthcare communications; develop communication opportunities for designated staff members. Schedule staff presentations – initially with healthcare reform organizations and academic institutions. Set up KUOW interview for Board chair. Assist as needed with talking points for Board meetings with legislators and staff presentations. Meet with staff regarding pilot project status.	None	Week 4

Third Month

Principal Activity: Raise the profile of the BoH and the Department among the general public and targeted stakeholders.

Activities		Schedule
Internal Work	External Communications	
Schedule Board/Dept. staff presentations to non-healthcare organizations (business & professional organizations). Prepare op-ed describing advocacy activities. Contact County newspaper editorial boards re: publication of articles describing reform activities; provide content as requested.	First staff presentation(s) to community groups. Board member meetings with legislators begin.	Week 1
Follow up with community groups to ensure write-up of public health presentations in organization communications. Develop healthcare reform web site. Provide content as requested; begin development of healthcare reform data base. Work with Dept. staff to inform local press of presentations to business/professional organizations (e.g., Puget Sound Business Journal).	Publish articles in King County newspapers regarding public health advocacy work. Publish op-ed in Seattle Times. KUOW interview of Board chair. Continuation of meetings with legislators.	Week 2
Work with Board and Dept. staff to make contact with other county public health officials – starting with Snohomish and Pierce Counties. Oversee design and implementation of local program project.	Publish first monthly Board chair and/or Dept. director's blog. Send Twitter/emails to database regarding public health activities. First Board/Dept. presentations to non-healthcare community organizations.	Week 3
Follow up with community groups. Provide Board briefing regarding status of communications strategy and opportunities; update on federal, state and local reform activities. Update on contacts with public health in other counties. Schedule second KUOW interview for Dept. staff.	Dept. staff presentations to academic institutions (Evans School, School of public health – e.g., follow up to Feb. 25 th discussion regarding public health leadership and healthcare reform).	Week 4

Fourth Month

Principal Activity: Raise the profile of the BoH and the Department among the general public and targeted stakeholders; broaden the County's outreach.

Activities		Schedule
Internal Work	External Communications	
Schedule initial meeting between Board chair and Dept. staff with officials in Snohomish and Pierce Counties. Assist with talking points as requested. Review conference schedules and set up presentations by Board and/or Dept. members.	Board members/Dept. staff complete first meetings with legislators.	Week 1
Continue contacts with other county public health officials. Schedule presentations at county-based/health conferences. Expand healthcare reform data base. Oversee pilot project as appropriate.	Board member/Dept. staff presentations to business and professional organizations.	Week 2
Follow up with community groups to ensure write-up of presentations in organization communications. Prepare content for website as requested. Follow up with legislators and County/State lobbyists.	KUOW interview with Dept. designated staff. Publish second blog entry; update website with links to articles; pod casts of presentations; twitter/email updates.	Week 3
Provide Board briefing regarding status of communications activities and local program evaluation process; update on federal, state, and local reform activities. Update on work with public health in other counties. Schedule Herndon Alliance healthcare communication meeting for Snohomish and Pierce county officials.	First meetings with Snohomish and Pierce County public health officials.	Week 4

Fifth Month

Principal Activity: Continue with external communications; begin project assessment.

Activities		Schedule
Internal Work	External Communications	
Schedule joint county meetings with state and federal legislators. Prepare articles for newspapers in three counties describing purpose of joint activities. Schedule KUOW interview with Board chairs of three counties.	Board member presentations to community groups in their respective jurisdictions; Dept. staff presentation to global health organizations.	Week 1
Follow up with community groups to ensure write-up of presentations in organization communications.	Publication of articles in King, Snohomish & Pierce County newspapers regarding healthcare reform efforts.	Week 2
Forward articles to legislators and send to database. Analyze results of pilot project to date as appropriate; provide information to Board members for use in communications.		Week 3
Provide Board briefing regarding status of communications strategy and opportunities; update on program project; update on federal, state and local reform activities.	KUOW interview of three Board chairs.	Week 4

Sixth Month

Principal Activity: Complete communications activities; conduct project evaluation.

Activities		Schedule
Internal Work	External Communications	
		Week 1
		Week 2
Board briefing regarding overall status of communications, lessons learned, potential next steps.		Week 3
		Week 4