

**Regional Health Cooperative  
Steering Committee Meeting  
Wednesday, June 4, 2008  
- MEETING NOTES -**

**Present:** Pam Grove, Margi Miller, Greg Burns, Steve Healy, Darcie Paradies, Carol Buhlman, Jerry Chasteen, Linda Hines, and William Rubin

**Via Teleconference:** Randy Connour, Healthy Lifestyles (Green Bay)

The second meeting of the steering committee commenced at 8:00 a.m. on June 4<sup>th</sup> in Baldwin, Wisconsin.

Randy Connour from Healthy Lifestyles (Green Bay) called into the meeting and joined the group. He provided background on how this organization got organized.

Steve Healy referred to the health benefit purchasing cooperative statute. Healthy Lifestyles was organized under this statute. Under Healthy Lifestyles, a “small” employer is defined as a 1-person organization, but the average size of companies covered under their program is 12 employees, and the vast majority is 5-20 employees. At present, Healthy Lifestyles has around 3,000 participants from 150 companies.

Connour said all information from Healthy Lifestyles is available to the St. Croix steering committee.

Connour suggested that our group set-up our cooperative as Healthy Lifestyles had done (i.e. \$250-\$1,000 to get it set-up and bring it to the market), that is, bring the information to an underwriter via a Request For Proposals (RFP).

Connour said it is now possible to use internet-based underwriting, compared to Healthy Lifestyles, which spent \$50,000. It is much cheaper to use electronic means.

Connour also shared the name of their legal counsel.

He also said Nan Nelson of the Green Bay Area Chamber of Commerce is another excellent resource as she was among the original members of their steering committee a few years ago.

Connour also said their insurance carrier, Destiny, recently announced it was no longer providing coverage, and Health Lifestyles needs to find a new insurer.

Connour discussed how to best access employers to determine their current costs and depth of coverage. He said Green Bay’s committee conducted a 4-6 month study of employers which helped determine these costs. It also helped confirm the need for a cooperative and that the Green Bay region was ready for it.

Connour went on to mention that Healthy Lifestyles is changing the concept of how health care is delivered - - it is not the same as what participants have seen in the past. Health assessments and changes in lifestyles are major components of their cooperative.

Pam Grove asked if Health Risk Assessments (HRAs) were done before coverage went into effect? Connour said HRAs were not done, but two years ago, that idea was too radical and on the edge, but 90% voluntarily did the Assessment.

Pam asked about obtaining original forms for our group to use in contacting employers about costs and coverage. Connour said he would make them available to our committee.

Pam confirmed that employers make a 3-year commitment with the cooperative, but the system allows for maximum increases from year-to-year, such as a maximum of 8% (i.e. a low of 6% for an employer, and a 12% increase as the highest, but the overall increase reflects 8%).

Linda Hines asked about including increases over the last 3 years. Connour said not all companies had this information, due to the small size of some of the companies (1-2 employees).

Healthy Lifestyles operates within 18 counties, starting in Brown County, but is rapidly expanding throughout the balance of its region. The 18-county region reflects the same geographic footprint as a multi-county marketing entity known as The NEW North (i.e. North East Wisconsin - NEW)

Concerning Healthy's RFP, 4-5 carriers replied, and Destiny was selected (Humana was a close second).

Greg Burns asked if Healthy's plan is designed for all enrollees, and Connour said it was. Health Savings Accounts and HRAs are included.

Healthy Lifestyles is conducting additional meetings in the near future and perhaps a few people from the steering committee can attend as a way to learn more.

Next Steps: The committee needs to review Healthy's employer survey, revise it, and get it distributed throughout the region.

Introductions: Because today's meeting started immediately with the teleconference, the steering committee members provided introductions. New attendees included Carol and Linda.

The potential geographic region of west central and northwest Wisconsin was discussed.

Next Meeting: Tuesday, June 17, 2008 at 8:00 o'clock a.m. in Baldwin.

The meeting adjourned at 9:25 a.m.

~William Rubin