



Southern Tier Transportation Workgroup

March 14, 2017

1:00 pm to 2:00 pm

HealthlinkNY

49 Court Street, Suite 300

Binghamton, NY 13901

Southern Tier Transportation Workgroup Meeting Minutes

Meeting Attendees: Phillip Ginter, Renita Malone, Jessica Krohn, Dwight Mengel, Jamie Hagenbuch, Bill Wagner, Mary Maruscak, Yvonne Johnston, John Mazzello, Cortney Sands-Whalen

I. Welcome and Introductions

Phillip Ginter opened the meeting; introductions were made; and the meeting commenced at approximately 1:00 pm.

II. Consumer Education

The first item discussed was Consumer Education utilizing RVSA Advertising. Phill introduced Cortney Sands-Whalen of RVSA Advertising and relayed to the group that we will be engaging with RVSA for consumer education through digital advertising as related to the Transportation Pilot Project.

Courtney gave a brief overview of RVSA as a local advertising firm for 50 years and family run with a whole team dedicated to digital media. She explained how they can target consumers—based on location, medical history, income, etc. and having had great success with using Facebook as a platform in digital advertising needs of clients. The proposal was shared with the group as well for review and feedback.

Next, Phill explained to the group that one of the things we are thinking about is potentially doing some targeted consumer education based on proximity to the PILOT site locations, etc. by using digital advertising campaign targeting Broome, Tioga, Delaware, Tompkins, and Chenango counties.

Part of this process would be performing some work with Courtney and her team to work and come up with the next steps for kicking this off. There is the potential to reach approximately 750,000 consumers and we would have access to the all the data derived from this advertising campaign to utilize for other parts of the project, etc.

III. Committee Purpose and Meeting Schedule

The next item discussed on the agenda was the Committee Purpose and Meeting Schedule. Phill explained that one of the conversations that has come up around the Transportation Workgroup is that the Pilot project become the focus of the meetings going forward. This committee would now become the committee for the Pilot project instead of having multiple groups now that we are launching the PILOT and getting it up and running. The group had no objections with the new purpose.

Phill also relayed to the group that there are several groups forming around transportation and the County Coordinators are looking to become part of those. Phill stated that the Regional Advisory Board Meeting hosted by Mobility Management Group may be a good way to assist in this.

Phill proposed to the group to have the Transportation Workgroup meetings coincide with the Regional Advisory Board meetings every other month. He explained that we would hold the Transportation meetings before the Mobility Management Group Regional Advisory Board meetings on the same date to coincide with their meetings when feasible.

IV. Pilot Project Update

a. Pilot Sites

The next item discussed on the agenda was the Pilot Project Update. Phill explained that the MOUs have been distributed to the sites we have identified as PILOT sites with two small setbacks. Bassett Healthcare is going through a software overhaul and no longer in the position to participate in the pilot and we are in the process of looking for a replacement.

Additionally, Lourdes is not sure if they will be able to participate in the pilot considering their present workload. Jessica has been communicating with Cornerstone as a replacement as well as following up with Lourdes to see if the pilot can work in their schedule. All other sites we are awaiting approved MOUs and we appear to be in good shape.

b. Training

Phill explained that a Draft of the Training Slide Deck was sent to the workgroup prior to this meeting for review. Also relayed was that we will be looking to primary care sites to schedule training times good for them in April.

In addition, Bill and Phill mentioned another project that Mobility Management is involved in and agreed to speak offline about it not to confuse it with this project.

c. Evaluation Plan

Next, the Prescription to Ride Program Evaluation Plan was discussed. This was also forwarded to the Workgroup for review prior to the meeting. No changes were made to the evaluation plan, but John recommended that a code and script be incorporated into the plan and Yvonne concurred. As an update, Yvonne stated that IRB coordinators have been contacted and we now have a draft and letter of support from each of the people providing support to be included with IRB application.

V. Transportation Toolkit

a. PHIP support

The next item discussed was the Transportation Toolkit. Phill informed the group that HealthlinkNY is looking to continue support to the Rural Health Network on the front end by providing technical consultant work around the project. The early development stages of the toolkit have started and the RFP has not yet been submitted.

Bill referenced to existing toolkit websites and indicated he would send the links so they could be shared with the group.

VI. Around the room announcements

It was announced that UHS Weight Management Teaching Day will be held at the end of March 2017.

Also announced was that Tompkins Transportation Camp is being held on June 17. Information on this will be forwarded to Phill so that it can be shared with everyone in the workgroup.

The meeting wrapped up and was adjourned at approximately 2 pm.