

Columbia Pacific Coordinated Care Organization (CPCCO)
Board of Directors Meeting
April 17, 2023 Meeting Minutes



The meeting was held at the Columbia Pacific CCO Seaside office and via Microsoft Teams. Twelve of the fourteen Board members attended: Nancy Avery, Jon Betlinski, Cathy Bond, Pam Cooper, Sherrie Ford, Eric Hunter, Viviana Matthews, Marlene Putman, Erin Skaar, Joe Skariah, Eric Swanson and Nicole Williams.

The meeting was called to order at 9:33 a.m. with an established quorum. Viviana introduced three guests: Steven Manesis, prospective Board member, Shaunmarie Gutbezah, CareOregon Director of Brand, Marketing and Communication, and Belle Shephard, OHA Innovator Agent. Minutes of the March 20, 2023 Board Meeting were approved by all Directors present.

Topics and Action Items

1. Marketing and Communication Overview

Shaunmarie Gutzebahl provided an overview of the 2022 goals for CPCCO's marketing initiatives for each of three audiences: members, providers and community partners. Not surprisingly, much of the effort was devoted to COVID vaccination, but also included topics to encourage members to get needed services and the need for language access/interpretation. Using a multi-channel media campaign, including print, outdoor, digital and radio, Shaunmarie noted the year was fairly successful, given a total spend of \$75,000 netting more than six million impressions and over 1,000 conversions.

Shaunmarie then presented the goals and objectives of the 2023 marketing and communications campaigns. These include continuing to support members' health and wellness, supplying relevant information to provider partners, and promoting general awareness of CPCCO within the community. Media campaigns will focus on the OHP redetermination process, supporting young families, and reducing stigma about behavioral health services. For the latter, discussion included a question about the reach of KGW on the coast for their proposed regular features about mental health. The Communications team will largely focus on the successful launch of the Red Lion and the new Regional Health Assessment. Discussion focused on how success for marketing initiatives is measured, and how member communications from clinics and CPCCO could be better coordinated.

2. Red Lion Status Update and Evaluation

Mimi provided the Board with an update on the project as this is a pivot point: the RFP for Design/Build contractors closed on April 6th, with four bidders submitting proposals. There is an evaluation committee meeting to review the bids, with the intent to publicly announce the final contractor by the end of April/early May. This will coincide with renaming the building. In addition, Mimi noted that several bidders stated that the timeline to complete the renovation by Spring 2024 was overly ambitious, with the schedule moving out to the end of 2024. Discussion focused on involving a Board member in helping select a new name, as county residents feel strongly about names having a local flavor; as someone involved in the project from the beginning, and a long-time resident of Seaside, Pam offered to participate in the re-naming of the building. In addition, Pam confirmed that the permitting process was likely to be protracted considering a new City Manager, City Planner and building licensing staff.

3. Committee Reports

Finance Committee

Steve Geidl, CCO Finance Director, presented the December financial report noting the same themes as in prior reports: 1) membership is up, 2) utilization is still low, and 3) due to #2, Gain/Risk Share is estimated to be high. Highlights included: 2022 membership increase of 6%, with an expected peak in about September 2023; net revenue and net income of \$11 million and \$6.7 million, respectively; estimated gain share from CareOregon to the CCO of over \$7 million, significantly above budget; 2022 SHARE commitment of \$1.1 million; 82% MBR for CareOregon, with a -0.2% Year Over Year medical expense trend. Almost all service categories show negative YOY utilization trends.

Governance and Compliance Committee

Mimi presented a report as of February 2023 that shows the OHA-required Board representation and geographic distribution of the current Board. This was presented in the context of the Governance Committee recommendation to nominate Steven Manesis to the Board; Steven will fill an important vacancy on the Board, representing the Clatsop CAC. Discussion included whether there could be CAC representatives from the other two counties on the Board; there are open seats that could be filled in this way, but the time required of Directors on the Board can make it difficult to find candidates.

Equity Committee

Mimi presented a brief update that CCOs are required to provide annual demographic reports to OHA for both the CACs as well as the BOD, as part of the Health Equity Plan updates. This is the first year that CPCCO will solicit responses from the Board for the demographic report; a quick survey will be sent to the Board after this meeting, with a request that Directors return their responses by the end of April. Responses will be shared in aggregate only.

4. Open Meeting/Action Items

By vote of the Directors present, the Board approved the motion to accept the draft December 2022 financial report as recommended by the Finance Committee.

By vote of the Directors present, the Board approved the nomination of Steven Manesis to serve his first two-year term on the Board of Directors as recommended by the Governance Committee.

By vote of the directors present, the Board approved the revised Code of Conduct as recommended by the Compliance Committee.

By vote of the directors present, the Board approved the CORE Evaluation Proposal of the Red Lion Workforce Housing, with the following amendments:

- Change the timeline to initiate Phase 1 of the evaluation in 2023.
- Add healthcare partners to the list of interviewees for Phase 1, to allow their perspective in considerations and decision points for Phase 2 research.
- Allow up to 10% additional cost, or a total of \$172,700, if the addition of health care interviewees in Phase 1 increases the proposal price.

Pam Cooper recused herself from the vote.

5. General Updates

Tillamook County: Cathy shared that capacity at NW Rides is increasing due to re-instituting shared rides; current issue is accommodating the increase in requests due to increased membership. Marlene shared that the county is deep in developing plans, including marketing and strategic plans; they are

getting increased numbers of questions about COVID vaccination boosters; TCCHC is increasing psychiatric supports, and also expanding access to dental services in north county.

Columbia County: Sherrie reported that CHS is growing their mental health staff, in service to having a mental health counselor in each school in the county. She noted six new therapists hired already or within the new two months. CHS is also working with Northwest Oregon Works and Community Action Team on braided funding to address unhoused youth.

Clatsop County: Nicole noted that CMH had a strong first quarter, especially in all specialty and outpatient clinics; they have a new Neurologist and Orthopedist starting in July and two new NPs in primary care. Pam noted that Providence also has a new NP in primary care and is still looking for another behavioral health practitioner. Their census is also the highest it has been in 25 years, and they are still trying to accommodate new patients resulting from Dr. VanderWaal closing his practice. Steven mentioned that the CAC has four strong members and received an informative presentation by CODA. Viviana updated the Board on the new CBH Transitional Housing opening 5/1 as well as CCA's work on a new pilot shelter for 15-20 individuals.

CPCCO: Mimi reminded the Board that the CPCCO large grant application process is opening 5/1, with only one funding period that closes July 14th. Staff will send the new application instruction packet to the Board. In addition, Mimi invited anyone from the Board, or elsewhere, to participate in the CPCCO/SOLVE beach clean up event in Seaside, 4/22 from 10 am – Noon.

There being no further business to discuss, the meeting of the Board adjourned at 10:58 a.m.