

June 14, 2023 | 12pm | Virtual Meeting Only

Type of Meeting	Monthly eHealth Commission Meeting
Facilitator	KP Yelpaala, <i>eHealth Commission Chair</i>
Note Taker	Amanda Malloy
Time Keeper	Cierra Childs
Commission Attendees	KP Yelpaala, Wes Williams, Art Davidson, Jackie Sievers, Krystal Moorwood, Micah Jones, Amy Bhikha, Rachel Dixon, Michael Archuleta Absent: Toni Baruti, Mona Baset, Sophia Gin, Patrick Gordan, Jason Greer, Parrish Steinbrecher, Misgana Tesfaye, Kevin Stansbury

Minutes

Call to Order

KP Yelpaala

- Roll call was taken - 7 voting members present.
- Quorum Met: NO
 - Voting of Meeting Minutes: Approval of May and June meeting minutes will be held in July due to lack of Quorum
- Corrections: TBD
- In favor of approving: TBD
- Opposed: TBD

Announcements:

KP Yelpaala:

- Terilyn Dorst will be presenting today regarding Serve Colorado's Digital Navigation Program. Also, Gabby Burke and Cassi Niedziela of OeHI will be presenting about SHIE Messaging and Branding
- We will begin with opening remarks from Lieutenant Governor Dianne Primavera

Lieutenant Governor Dianne Primavera:

- I am so excited about the upcoming Social Health Information Exchange. Currently, systems used by case managers, clinical providers, behavioral health providers, and others are separate and do not communicate. For patients, the workflow feels chaotic and burdensome. Case managers and providers do not have the information they need in their preferred system of record to make informed decisions to support their clients' whole-person health, including their social health.
- I know firsthand what a burden it is to battle a serious illness. Beyond the physical and emotional toll taken on an individual and their family, there are always appointments to schedule and attend, the need to find coverage for work, missed time with family and friends, and ongoing discussions with insurance providers, case managers, and others. We are also asked to remember the details of our health history. In emergency situations, the burden of recounting a loved one's family history can often fall on a close friend or family member. The SHIE will allow them to choose and maintain their own preferred technology systems, while



enabling seamless data sharing to provide the right information to the right providers, at the right time.

- OeHI and Colorado are leading the nation yet again, with the SHIE being the first in the nation to approach whole-person care this way. There are some fantastic examples of this in communities, but they are not statewide. There are states who have successfully brought in social care to their technology systems, but they have chosen one system to use statewide. Here in Colorado, we recognize that communities throughout the state have different needs, and have already done a lot of great work in this area. OeHI, with the guidance and input of all of you, has chosen a model that will both leverage community solutions and offer the opportunity for statewide connections.

Stephanie Pugliese: (OeHI Team Updates)

- A press release went out yesterday regarding our partnership with the American Medical Association's health initiative. We are the first state and entity to participate in this initiative. As part of this, KP, Lt. Governor, and I did a podcast to discuss this initiative.
- Colorado is also the only state entity who has joined the Cancer X Initiative, a group contributing to the White House's cancer moonshot goals. The kickoff call will be held this Friday, June 16th and the link to the press release is provided [HERE](#).

Commissioner Announcements:

- Amy Bhikha: From the state's perspective from the Chief Data Office as well as from the Government Data Advisory Board (GDAB), we have two big initiatives we are working on right now. One is selecting data inventory and data cataloging for state data so that we have many more insights into the data we have. To start, we are focusing on data quality efforts and increases in security. The next initiative is building out a data governance framework. That is allowing us to understand what areas we are focusing on, the headcount that we need both centralized in the Office of Information Technology (OIT) as well as other state agencies.

Presentation:

- Teralyn Dorst: (Program and Impact Officer, Serve Colorado) - Serve Colorado Digital Navigation Program
 - Funded by Colorado SB22-140: Expansion of Experiential Learning Opportunities
 - Digital navigators provide individual or group support for people with few or no digital skills - specific populations must be served
 - Digital navigators work in trusted, community-based organizations
 - Program will likely become part of Colorado's State Digital Equity Plan
 - CDLE and Serve Colorado signed an Interagency Agreement (IA) to increase overall funding and expand opportunities for involvement. Below is the general structure:
 - Two year pilot to test various program models
 - CDLE provides funding, training, outreach, and partnership
 - Serve Colorado provides additional Federal funding, grant administration, program support, and Americorps guidance
 - Serve Colorado ran one funding competition to date and is planning the next in conjunction with CDLE
 - Two programs were moved forward - Loveland Public Libraries and the Learning Source (looking to begin this fall - between August and September)



- The second competition to solicit more applications will begin this summer for Americorps members to start in January 2024
- Americorps members will be serving as Digital Navigators in community organizations across Colorado. Their duties will include:
 - One on one meetings with community members in person, by phone, and online - depending on the needs of each community member
 - Small group training
 - Assessing community members' access to internet service and equipment at home, along with their ability to utilize technology to meet their needs and achieve their goals
 - Creating digital inclusion goals and working with community members to achieve them
 - Serving people who are members of historically marginalized communities
- Comcast will be stepping in financially as well as into communities. Some of that funding will be used to get devices into the hands of community members.
- Questions from Commissioners:
 - Micah Jones: Do Digital Navigators share items like personal information with each other and community based organizations - if so, what are their challenges and needs regarding personal information?
 - Teralyn: Jessie with the Office of Future Work is going to be bringing together the Digital Navigators that we placed with different organizations as well as trying to tie in Digital Navigators who are operating in current full-time positions rather than in Americorp. The goal is to get this network together and learn some of those answers. I might have some more answers in the future as the program evolves. I will bring your question up to her as she might have some insight into what is happening currently.
 - Lt. Governor: I just wanted to thank Teralyn. This program is run out of the Lt. Governor's office as well and I have to brag about our Serve staff. They have been #1 in the nation in so many ways and they do really great work.
 - Art Davidson: I am interested in hearing how the Navigators experience their work. I wondered if you have had any contact with patient navigators and what they have been observing as they engage with patients and how they might inform the work your Americorp group might do.
 - Teralyn: Not as of yet. I think that we are working to get further tied into these other navigation networks that exist out there. Everyone speaks about needing the same things: the navigator to know the local community resources that connect people, patient navigators, health navigators so they understand the resources that are out there online including how to get enrolled in services, and digital and benefit navigation. I will also follow up with Jackie Radar who is involved in our health portfolio to see what she might know about that.
 - KP: How might folks reach out to you who are on this call that might want to learn more and connect with you and your colleagues directly?
 - Teralyn: I will send a follow-up email so that folks can reach out to me but my email is Teralyn.Dorst@state.co.gov



- **Gabby Burke and Cassi Niedziela:** (Office of eHealth Innovation - OeHI) Social Health Information Exchange (SHIE) Branding and Messaging
 - Gabby Burke: Over the last couple of months we have been in a strategic brand, messaging, and creative branding process
 - In the creative development process
 - We have participating in an extensive and meaningful process of craft brand messaging to best communicate SHIE efforts in Colorado that include:
 - Collective voice
 - Compelling message
 - English and Spanish
 - Developed vital messaging for SHIE
 - Purpose Statement: We believe in the transformative power of connection - that integrated, interactive, and interpersonal exchanges of information are the bridge to whole-person health in Colorado.
 - Vision
 - Values
 - **Accessibility:** Making the resources that best meet individuals specific needs available, attainable, and equitable
 - **Connectivity:** Actively seeking new paths for individuals, information, and insights to form dynamic relationships
 - **Effectiveness:** Prioritizing efforts that advance people towards their intended outcomes
 - **Humanity:** Having empathy and showing respect for each person's unique lived experience
 - **Inclusivity:** Showing up for and purposefully involving everyone working towards whole-person health in the ways that matter to them
 - **Reliability:** Taking great care to consistently align our words and our actions to earn trust
 - Key messages
 - Name
 - Our messaging development process included
 - Strategic Planning and Discovery
 - Desk research: Communications audit of similar national, regional, and local efforts
 - Brand workshop and discovery sessions
 - OeHI brand workshop was held December 6, 2022 - facilitated by Merrit & Grace
 - OeHI Care Coordination workgroup discovery was held December 12, 2022 - facilitated by Merrit & Grace
 - Online survey to collect feedback from partners and stakeholders on draft messaging
 - Received 59 responses to that survey from a wide group of organizations
 - Merritt & Grace also helped in creating a communications and best practices: Develop best practice resource for implementation and sustainability
 - Creative Development Purpose



- Concept and develop materials
 - Represent SHIE brand identity visually
 - Cohesive look and feel
 - Build recognition
 - Aid recall
 - Design process
 - Use State of Colorado brand and colors
 - Merritt & Grace worked with a design agency to develop these materials
 - Create a SHIE brand color palette that is inclusive, uplifting, and energized
 - Use colors consistently to create harmony and help visually connect similar aspects or subject matters across designs
 - Reference the Colorado brand design element of the two mountain peaks with the C by incorporating overlapping mountains as a graphic element
 - Rather than being symmetrical, we switched to three overlapping mountain shapes that rise or ascend to emphasize improvement, collaboration, and aspiring to do more with efficient and coordinate efforts
 - Incorporate illustrative styles and icons that have an open and friendly style that adds personality and helps to engage with the audience
 - SHIE materials development
 - Developed per stakeholder survey priorities:
 - SHIE visual representation/ecosystem
 - Fact sheet/infographic
 - Social media visuals and copy
 - Persona journey developed as an illustrative use case (still in progress)
 - Elements
 - Designs focus on whole person health/person at the center of designs
 - Visual consistency across materials specific to SHIE branding look and feel
 - Layout considers sharing materials digitally/online, in presentations, and in print
 - Cassi Niedziela:
 - SHIE Ecosystem
 - Diagram will be shared via slides, on OeHI's website, and on Social Media
 - Working together toward whole person health
 - SHIE two pronged approach:
 - Build a network with a focus on interoperability and data governance, built upon existing regional successes
 - Fund regional infrastructure and partnerships that are customizable to the priorities of the region
 - SHIE Infographic
 - Diagram will be shared via slides, on OeHI's website, and on Social Media
 - Why is this work happening?
 - Per the 2021 Colorado Health Access Survey, Coloradans who struggled to afford necessities like housing or food and those who



did not have health coverage were more likely to have worse health

- Connecting the dots
 - SHIE will connect people, providers, and communities to the resources they need to maximize health outcomes
- Removing barriers
 - SHIE will be designed to remove silos in healthcare that limit purposeful action
- Center whole person health
 - SHIE will regard physical, behavioral, and social health as integral parts of the whole and work to address them holistically across health and social settings
- How will SHIE work
 - SHIE is a model that connects the social factors that influence health with a patient's physical and behavioral health care. Regardless of where a patient seeks care, they should be able to access or be referred to services that meet their physical, behavioral, and social health needs
 - Who will participate in SHIE
 - Health care organizations
 - Community-based organizations
 - Case managers
 - Patient navigators
 - Care coordinators
 - The SHIE network can also help health experts, policy makers, and researchers better understand aggregate population health through safe and secure data sharing
- Social Media Templates
 - Multiple options
 - Customizable
 - Includes accompanying text for posting
- Questions from Commissioners
 - Wes Williams: Love the look and feel - how do you all feel about "SHIE" as the thing we call it? I'm not sure it is the right name
 - Gabby: I think you are exactly right. We did survey folks on a number of different name options and nothing really resonated with those who completed the survey so what we landed on was that we would keep the name SHIE. We are temporarily stuck with it but we definitely think we will need to rename it in the next couple of months. So if anyone has any ideas or thoughts, we welcome those.
 - Wes: More than willing to help with brainstorming ideas for renaming SHIE when we are able to move forward with that
 - Micah Jones: I really like what you are doing with all of this. With my experience as a compliance professional, one of my concerns is security, privacy, making sure that your messaging also includes for the general public enough information so that they know what information is being



exchanged to SHIE and how that information will be secure. Making sure that only the right folks have access to the system, etc.

- Gabby: As we are taking a second look at all of this we will make sure that those things are clear. Please also feel free to send us any of this kind of feedback.

KP Yelpaala

Public Comment Period

- No comments

Action Items

KP Yelpaala

- Review both May and June meeting minutes at our July Commission meeting since we did not have quorum today
- *Next meeting:* Wednesday, July 12, 2023 and will be virtual

eHealth Commission Meeting Closing Remarks

- Congratulations to the Prime Team for a great Prime Health Summit!

Motion to Adjourn

KP Yelpaala

- KP Yelpaala requests motion to adjourn
- Krystal Moorwood motions to adjourn
- Art Davidson seconds the motion
- Meeting adjourned at 12:50 PM MST