

**Regional Health Cooperative
Steering Committee Meeting
Monday, October 13, 2008
- MEETING NOTES -**

Present: Steve Healy, Carol Bulman, Linda Hines, and William Rubin

Guest: Lisa Montgomery, executive director, Menomonie Area Chamber of Commerce

The 11th meeting of the steering committee commenced at 8:12 a.m. on October 13th in Baldwin, Wisconsin.

Wisconsin Federation of Cooperatives

Healy referred to a survey he received from the Wisconsin Federation of Cooperatives. It must be completed as part of the Federation's review and recommended approval of the 17-county service territory proposed by Cooperative Health Choices of Western Wisconsin (CHC). Healy and Rubin will work on the survey. Healy will distribute it to the steering committee for their input.

Board and Legal Structure

The interim board needs to meet for organizational purposes. The meeting can be as brief as calling it to order and taking actions required at the first meeting, pursuant to a standard form presented by Redmon Law.

Rubin e-mailed the proposed interim board concerning their availability during the week of October 13 and 20. Replies will be sorted out today, and it is looking like almost everyone can meet on Friday, October 17.

The proposed board consists of Linda Hines, Steve Healy, Myron Schuster, Andy Lisak, Darcie Paradies, and Pam Grove.

Articles of Incorporation can be filed after the organizational meeting.

It was suggested that a press release on the interim board and incorporation be created and distributed throughout the 17-county region. The work of the original steering committee will continue, despite the formation of an interim board, however.

Healy also mentioned the October 16 meeting in Madison that is being organized by the Federation. It is for purposes of the new cooperatives (like Healthy Lifestyles and CHC, etc.) to benchmark off of each other. Healy and Rubin will attend.

Update from the RFP Committee

Carol Bulman gave an update. The committee has met via conference call(s) and is researching the RFP used by Healthy Lifestyles Cooperative of Brown County (Green Bay).

The RFP is expected to be distributed after January 1st.

Broker Recruitment and Education

Linda Hines gave an update and presented a draft PowerPoint presentation. Rubin will send CHC's Mission Statement to Linda for inclusion in the presentation. Hines said she will concentrate on the aspects of wellness in her training/education of brokers. Wellness will be a main driver of CHC.

Hines also said a marketing piece should be created as a way to keep interest in CHC high. It could be as simple as revising the Key Facts summary (posted on a website) with the message, "Look for these Dates." The marketing piece would help answer the question, "What is CHC?" "What can CHC mean to it Members?" Lisa Montgomery said it would be important to describe how cooperatives works and what it means to be a co-op member, which is different than a chamber member.

Healy said Rosanne Bump, a member of the steering committee, presented ideas of a communications (marketing) piece at one of the last meetings. She is taking the lead. Rubin said he would revise the Key Facts document for use as Linda described. A marketing committee can work on this outside of steering committee meetings. Rubin and Montgomery will assist Bump.

Hines also presented a time line:

3 rd Week in January 2009	Distribute RFP to insurance carriers
4 th Week in January	Initial Broker education & Sign-on
Month of February	Broker Training
February-March	Consumer Education (build membership)
March 1 st	RFPs are due
April 1 st	Select insurance carrier

The group also discussed a possible fee required of insurance brokers to take and complete the education and orientation of CHC's health care product.

Carol Bulman discussed Medica's new product, aimed at wellness and coaching, and engaging the rank and file about the benefits of wellness and healthy approaches to lifestyles. More insurance carriers are coming out with similar initiatives, which raises the ongoing question, "How is CHC going to promote its product? How is CHC going to be different, if the carriers are also gravitating toward wellness?"

Hines suggested key words and phases to place CHC apart:

Empowerment	
Longevity	
Continuity	(i.e. a 3-year contract)
Flexibility	(specific to a cooperative)
Education	(more consumer/member education to join CHC's plan)
Resources	(qualified professionals)

In short, CHC is not traditional. It represents a 3-year commitment that is consumer-driven.

Discussion followed.

Next Meeting

The steering committee will meet again on Monday, October 27th at 8 o'clock a.m., most likely in Baldwin. Rubin will distribute a notice.

~William Rubin