



Commercial Payor Relations Committee Minutes

July 15, 2010

2:00pm EST

Present:

Sherri Dumford, Jon Neal, Mick Polo, Lou Silverman, Brad Lund – ISAM, Michelle Botana – ISAM

Agenda:

1. Approval of Minutes

Approved.

2. Updates

I. PR Article – in final stages

The article is in a revisionary process and will be sent to the committee when it is in its final stage.

II. Web Site – check site tomorrow!

Kris and Michelle will finish making the changes to the dev site and will move it to the live site. Michelle will have Kris send the report template to Sherri for review.

III. AHIP – Top Ten; Presentation in Fall; Survey

The survey has been sent to their marketing committee as well as the claims work group; it will be considered and they will be in touch with us.

3. Advocacy Outreach – need ideas

Sherri asked the group if they could do some outreach work with the insurance companies to increase participation. Discussion was held and the committee decided this would be a good idea. Sherri will send contact information to each member as well as some talking points to engage them in some meaningful dialogue which would open up a two way communication for both parties.

I. Regional and national policy boards

- a. Blue Cross/Blue Shield Health Insurance
- b. Aetna Health Insurance
- c. United Healthcare Insurance
- d. Kaiser Permanente
- e. CIGNA Health Insurance

f. Humana Health Insurance

II. Reaching medical societies

III. State initiatives and Insurance Companies

IV. Fall Committee Meeting

Sherrri will send out a request for a preferred meeting time at the Fall Conference.