

## Minutes

### “U-Share Leadership Team Meeting”

May 13, 2010 3:00pm-5:00pm

Voices for Utah’s Children

757 East South Temple Ste 100

#### Attendees present:

Jessica Kendrick

Judi Hilman

Laura Polacheck

Elizabeth Garbe

Lisa Jensen

Sheila Walsh-McDonald

Korey Capozza

Angela Sands

#### Raising awareness about health reform benefits

- Send out Powerpoint materials to everyone
  - “Why Bad Presentations Happen to Good Causes”
- Get factsheets and links from AARP Speaker’s Bureau
  - Possibly set up tabling at events

#### Media Campaign

- Groups to reach out to:
    - Public Health
    - Editorial Boards (Op-ed)
      - Sheila volunteered
        - Send out copies of Op-ed to those we want it to reach
          - Utah Policy Daily
      - Try to get small business/chamber people (Tom?)
      - Korey volunteered when relating to children’s causes
      - Possible angles
        - Don’t hide from cost, emphasis it’s worthiness
        - We’ve already committed to policy, now willing to pay
      - Difficulty navigating Trib for guidelines
- Need help publicizing Satellite Meeting 5/26
- Need systematic approach in pitching stories as they occur
- Korey will handle updating U-Share’s website
  - Send out tasks in an email to U-Share

#### Special Meeting on Health Reform Wed, 5/19

- All attending Leadership Team meeting will be there
- UHPP put out media release the day before
- Consensus on observing reactions to gauge where everyone is
- Possible angles
  - Focus on cost of opting out
  - Focus on flexibility of the States
  - Work with LCPD
  - Don't shirk the Woodwork Effect
- Work with LCPD
- Disruptive Innovation Taskforce Meeting didn't move anyone

#### **U-Share's role in implementation**

- Invite Gov. office and Dept. of Insurance to monthly meeting
  - Have rotation as issues come up
  - Check in with major providers regularly
  - Don't try to reinvent anything, people will be drawn in
- U-Share meetings will stay structured
  - Implementation for note comparison and updates not planning

#### **Other business**

- Get a group talking about PEHP buy-in
  - Base on Credit Union Model
- Waddoups says the Executive and Legislative are on the same page

Meeting adjourned at 5:00pm

Submitted by Angela Sands