

THE FRIEDELLE COMMITTEE

FOR HEALTH SYSTEM TRANSFORMATION

SPRING 2009

Dear Friedell Committee Members and Friends:

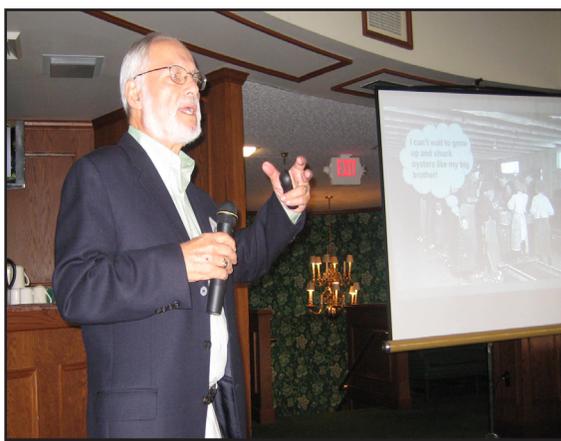
We have made great strides this year in establishing a citizen-led transformation of health in Kentucky, centered on values-based principles as defined by Kentuckians to create a high quality, high performing health system. In this summary of 2008, you will find some of the highlights of our first full year.

The Committee's Progress

Early in the year the interim Board, created in late 2007, began holding quarterly meetings. Members included Sheila Schuster, Joe Smith, Laurel True, Ed Monahan, Nancy Joe Kemper, Richard Heine, Forrest Calico, Jane Chiles and Gil Friedell. The Executive Committee began meeting monthly, and more often as indicated. Original officers were—

and are—Gil Friedell President; Jane Chiles Vice President; Forrest Calico, Secretary; and Richard Heine, Treasurer. Carolyn Dennis was, and is, the Executive Director. (She accepted a half-time position in October, 2007, supported for one year by funds made available by Gil Friedell.) It was agreed that our mission was to foster and facilitate the transformation of the health system in Kentucky based on a set of values and principles that have been articulated over the past several years by Kentuckians.

The Executive Committee worked with the Strategic Funding Group over a period of months in spring and summer of 2008 to develop both a concept paper and a



Jack Glasser, keynote speaker at Fall 2008 Meeting

funding strategy primarily focused on achieving grants from foundations and others. Some of these opportunities have been explored, but none were successful by the end of 2008.

As part of our effort to achieve name recognition in the wider community we developed a brochure with basic information. We have found it useful in this regard, and helpful when we have sought financial support from individuals and groups. We will be redoing it to conform with our Principles as we revise them over time. We will be glad to make these brochures available to Committee members for their use across the state.

In the summer the Board and Executive

Committee focused on identifying potential members of the Committee and contacting them, keeping in mind the need for geographic distribution and a variety of backgrounds. During this time the Executive Committee sought advice from a variety of sources. Bob Sexton was a particularly valuable contact.

At the end of the year we joined the Kentucky Voices for Health, the statewide multi-organizational advocacy group, and Gil has become an occasional blogger on their excellent website.

An ongoing activity has been meeting with Editorial Boards of the larger newspapers in the state, as well as community and business leaders throughout the Commonwealth.

OUR MISSION

"To improve the health of Kentuckians by advocating for the initial and continuing inclusion of values-based principles in a transformed, high performance health system."

The Committee goals are:

- 1) To achieve inclusion of all Kentuckians in a values-based, high performance health system
- 2) To accelerate transformation of the health system on values-based principles.

The objectives are:

- 1) To expand and further define a set of values-based principles derived from past and current public input which are essential to—and help define—a high performance health system for all Kentuckians.
- 2) To develop practical applications for every principle (a toolkit) in conjunction with community groups, and have them used in assessing different aspects of the current and future health systems at local and state levels, and to review and revise them based on feedback from communities;
- 3) To foster and facilitate the utilization of the principles by others:
 - a) as benchmarks in evaluating the present system;
 - b) as foundational elements in health system transformation; and
 - c) as criteria for assessing progress toward the goals
- 4) To dramatically alter the nature of current public discussion about health care, now focused almost entirely on health insurance, and reframe it to discussion of the need for and creation of a comprehensive, values-based high performance health system for all Kentuckians.
- 5) To work with other groups and organizations to build public support for the transformation required to achieve a values-based high performance health system;
- 6) To make public policy recommendations after research and analysis of information collected at both state and local levels.

A Historic Note

The foundation of the Friedell Committee for Health System Transformation was laid in 2005 by a group of public-spirited citizens responding to the fact that our health system was at best severely dysfunctional, especially in low income and rural populations. It was incorporated in late 2007, after 2 years of planning, as a statewide, independent, non-partisan, non-profit, citizen-led organization modeled after the very successful Prichard Committee for Academic Excellence. Until non-profit status is achieved as a 501 (c) (3) organization, the Blue Grass Community Foundation is serving as our fiscal agent and accepting tax free donations on our behalf.

Our mission is "To improve the health of Kentuckians by advocating for the initial and continuing inclusion of values-based principles in a transformed, high performance health system." The 48 current members of the Committee are mainly dedicated lay people with an array of backgrounds and geographic locations across Kentucky. A few are retired health professionals and a few are active health professionals. All members are leaders in their communities, and all have a passion for improving the health and lives of their fellow Kentuckians. (Committee members are listed on the reverse side)



Founder Dr. Gil Friedell

Recent Committee Milestones

Our first videoconference took place on November 17, 2008, in more than a dozen health departments across the state through the videoconferencing capability of the Department for Health Services, made possible by Dr. Steve Davis, Deputy Commissioner of Health who attended our Annual Meeting.

-Carolyn Dennis discussed the various sub-committees and members who had volunteered for each thus far, including Fundraising, Communications (website development, media communications, motto/logo) and Organizational Development (501-c-3 pursuit, bylaws, Board succession, etc)

- Forrest Calico presented revisions of the Core Principles and Measures based on feedback generated by Committee members on the 2nd day of the Fall conference.

-Richard Heine discussed a proposal from the Board for possible next steps as charged by Committee members at the Fall meeting.

- Discussion ensued with suggestions from

members that rather than fleshing out principles a comprehensive examination of issues like early childhood development or KCHIP be studied in-depth utilizing the principles to assess and evaluate the totality of the issue. There was agreement that the diabetes pilot project continue as an example of communities assessing a specific health system (or lack thereof) via the principles.

- Future videoconferences are planned to facilitate both sub-committee and member interaction in the interim between Committee meetings.

Carolyn Dennis completed her first year as Executive Director in October, 2008, working with Gil and the Board to plan, implement, and

fund the Fall meeting.

As the Friedell Committee moves forward, increasing her working time and salary and hiring a part-time administrative assistant will be necessary to support the full range of the Committee's activities.

Description of work groups process:

- Each work group's charge would include the definition of the scope
- Definition of the issues
- The need to define measures and metrics
- What needs to be communicated to the public(s) for them to understand
- Expectation for actions that are needed

Fundraising and Goal Setting

Fundraising was a major concern throughout this period. It became clear that we will need more time from the Executive Director. There will be additional needs in order to keep up with an expanding and actively participating. A budget of \$150,000 per year for 3 years was projected as our goal in order to provide us enough time to become well established, during which time we hope that the necessary funding will be obtained from foundations and other sources.

Members of the Executive Committee and others contributed enough initially to cover some start-up expenses, and we were very pleased in the summer to receive support from Norton Health Care, St. Joseph Hospital, Central Baptist Hospital and the Ephraim McDowell Hospital, primarily for our first Annual meeting.

In September we gratefully received

a \$100,000 grant from the Brereton and Libby Jones Charitable Foundation to provide a dollar for dollar match for other donated funds.

After many months of hard work by the Board, led by Drs. Forrest Calico and Gil Friedell, the Core Principles and Measures were published in a White Paper in August, 2008. This will be our basic document outlining measures and metrics for all 10 Principles, a document which will be updated as we look at their application to health systems. We anticipate that it will change as more information becomes available from our study of health issues.

Our first statewide meeting-the Fall meeting- was held at Keeneland on September 28 and 29, 2008. Thirty two members and several guest participants took part. (A detailed Report is submitted with this Summary.)

As We Move Ahead...

Compelling evidence is readily available showing that communities and health professionals, working together, can vastly improve the processes and outcomes of health care, even in the currently dysfunctional U.S. reimbursement and policy environment. The Committee believes that the focused application of a principled approach to transforming health care, going far beyond economic considerations, can lead to dramatic improvement in the health of all Kentuckians.

Such profound change cannot arise from the vested interests currently dominating health policy. Therefore, it must come from the people of the Commonwealth. The people of Kentucky must come to believe that health and health care can and must change for the better. They must feel knowledgeable and empowered to require sys-

temic change on the part of their elected policy makers. We must ALL require better performance at the level of both providers of care and policy makers, including a reimbursement policy to foster preventive services and high quality collaborative and coordinated care.

The mission of the Friedell Committee, as a body of representative citizens from communities across the state, is to encourage and facilitate the process of shaping an effective, values-based, functional health system for every Kentuckian. As the principles articulated here are applied across Kentucky and refined by experience, we envision increasingly healthy individuals and communities busily creating social capital.

Kentucky can become a shining example for the nation of how health care can and should work for all Americans!

We believe in 10 Core Principles

Health care should be organized and provided in such a manner that:

- 1) Health system components are accountable to the public in every aspect of care and resource use.
- 2) Health system components are responsible for promoting the health of individuals and populations throughout the entire life span;
- 3) Health professionals and systems are responsible for providing safe and effective care;
- 4) Each individual has equal access to effective care without regard to race, gender, culture, geography or socioeconomic status;
- 5) Care for each individual is safe and of high quality;
- 6) The social responsibility to assure that care for each individual is affordable is honored;
- 7) Care for each individual is efficient, and of high value to recipient and family;
- 8) Patients and families are treated with respect;
- 9) Patient rights are clearly expressed and honored; and
- 10) Individuals and communities share responsibility for their health and for the cost of care

Friedell Committee Members-2008

James Bean, Lexington
Charlotte Beason, Louisville
Robert Brooks, Madisonville
Forrest Calico, Stanford
Jane Chiles, Lexington
Dennis Chaney, Bowling Green
Tracey Clark, Hopkinsville
Al Cross, Lexington
Dot Darby-Paschall, Rockfield
Dee Davis, Whitesburg
Janice Derrickson, Lexington
Karen Engle, Somerset
Fran Feltner, Hazard
Annie Fox, Harlan
Gilbert H. Friedell, Lexington
Linda Gayheart, Hindman

Bob Gray, Frankfort
Anne Hagan Grigsby, Louisville
Richard Heine, Lexington
G. Edward Hughes, Covington
Rev. Nancy Jo Kemper, Lexington
Rev. Terry Lester, London
Linda Linville, Paris
Sylvia Lovely, Lexington
J. D. Miller, Hazard
Marilyn Moosnick, Lexington
M. Raynor Mullins, Lexington
Judy Myers, Louisville
Mark Neikirk, Highland Heights
Gerry Roll, Chavies
John Rosenberg, Prestonsburg
Michael F. Samuels, Lexington

Sister Mary Schmuck, Nazareth
Sheila Schuster, Louisville
F. Douglas Scutchfield, Lexington
James E. Selbe, Hopkinsville
Michal Smith Mello, Frankfort
Al Smith, Lexington
Barbara Hadley Smith, Frankfort
Joseph E. Smith, Frankfort
Laura Stephenson, Lexington
David Stevens, Lexington
Susan B. Stokes, Louisville
Lisa Tobe, Louisville
Laurel True, Shelbyville
William B. Wagner, Louisville
Susan Webb, Lexington
Charlotte Whitaker, Hartford

Friedell Committee Board of Directors, 2008

Gilbert H. Friedell, President
Jane Chiles, Vice President
Forrest Calico, Secretary
Richard Heine, Treasurer
Nancy Jo Kemper, Member-at-large
Edward Monahan
Sheila Schuster
Joseph E. Smith
Laurel True

*Joan Buchar, Liaison to Foundation for a Healthy Kentucky

Together, we will make a difference

As we expand our efforts, we need to assure that we have sufficient funding to carry out our mission. To help meet our goal of \$150,000 per year for the first three years, in addition to other fundraising avenues, we invite our Board and statewide Committee members to support our fundraising efforts by identifying possible donors in your communities, and by participating yourselves in this campaign, at whatever level you are comfortable with.

Full participation by our membership is more important than the amount contributed. Our goal of 100 percent Committee member support will demonstrate a full commitment to future grantors.

Thank you for your passion and commitment to improving the health of our fellow citizens throughout the Commonwealth by undertaking this exciting venture of exploring and collaborating with others at the community and state level to research, to educate (both ourselves and others), and to provide citizen feedback and oversight toward creating a quality health system!

Send tax-deductible contributions payable to BGCF, noting The Friedell Committee in the memo line of your check to:

The Blue Grass Community Foundation
250 West Main St, Suite 1220
Lexington, KY 40507

THE **FRIEDEL** COMMITTEE
FOR HEALTH SYSTEM TRANSFORMATION

