



**AUCH/Utah Health Center
Communications Peer Group Minutes**

January 27, 2021 | 2:00-3:00pm
Virtual – Zoom Meeting

Peer Group Members Present	Jayden Brian – Wayne Community Health Center (Wayne CHC) James Jarrad – Fourth Street Clinic Amanda Robinson – Mountainlands Family Health Center Krystie Rachelle – Carbon Medical Services Kurt Micka – Utah Partners for Health (UPFH) Megan Johnson – FourPoints Health
AUCH Staff Present	Beth Fiorello, Communications Manager Samantha Burfiend, Communications Specialist Rachel Craig, Legislative Coordinator
Annual Overview	<p>Beth (AUCH) went through the 2020 Annual Health Center Overview, requesting feedback from the group.</p> <p>Group Feedback:</p> <ul style="list-style-type: none">• Integrated behavioral health care: additional background sentence or paragraph. <p>Beth (AUCH) will meet with health center CEO/Executive Directors to review the Overview, once finalized.</p>

Statewide Marketing Campaign	<p>Beth (AUCH) presented the outcome of the statewide marketing campaigns, to date.</p> <ul style="list-style-type: none"> • Back to School Immunization: reach more than 921k impressions. • Flu Shot Campaign: reach more than 2 million impressions. <p>Ideas for future campaign(s)</p> <ul style="list-style-type: none"> • Focus on "what is a community health center". <p>Group feedback:</p> <ul style="list-style-type: none"> • Kurt (UPFH) would really love to do an overall public reach of quality care. • James (Fourth Street Clinic) Specific services (dental, behavioral, etc.) highlight. <i>They would like to see the behavioral health highlight.</i> Marketing research on what people are "missing" or have a "lack of knowledge on". Sam (AUCH) says this can easily be done via AUCH's partnership with KSL. • Jayden (Wayne CHC) Health center is sometimes confused with the Public Health Department.
<p>Roundtable</p> <ul style="list-style-type: none"> • Covid-19 Vaccines 	<p>Megan (FourPoints) - They are getting a lot of inquiries about the vaccine. They are seeing both hesitation and excitement. Very little middle ground. They have done videos to address hesitancy. Megan will share videos and their online vaccination registration form with the group.</p> <p>James (Fourth Street) - Janida (CEO) had a meeting with the county to receive the vaccines. The county was initially hesitant, but now have asked them to be distributors. Fourth Street got 80. Those will be at homeless resource centers, hotels, etc. They are still working out how to best distribute via their mobile clinic.</p> <p>Jayden (Wayne) - Still waiting on the Central Utah Health department. They have not yet been notified of quantity. They will be sharing information with community when available.</p> <p>Kristie (Carbon) – Kristie has not received information from the clinical side. Thoughts: Community is not trusting on the idea. Says that vaccinations will be a struggle in her area. Krystie will use her own community relationships to help promote vaccinations to her community.</p> <p>Kurt (UPFH) - They still believe they will have a month until they will be able to give vaccines. They link people to the CDC. They will be texting vulnerable population once they do get the vaccine.</p> <p>Amanda (Mountainlands) - They have had people asking about the vaccine, but they are still waiting from the County.</p> <p>Reach out to Beth if you need help with vaccine communications materials.</p>
<p>Policy & Advocacy Update</p>	<p>Rachel (AUCH) provided an update on the following policy/advocacy related items.</p> <p>FEDERAL UPDATES:</p> <p>Health Center funding extended for 3 years: The Stimnibus Bill (Stimulus + Omnibus) passed by Congress</p>

and signed into law by the President late last week included a three-year, level funded extension of mandatory funding for the Health Center Program and discretionary funding at a slightly higher level for the remaining federal fiscal year. The slight increase in discretionary funding was directed toward increased HIV/AIDS testing and treatment. More details will follow in the coming days.

COVID-19 Stimulus bill was passed: Additional funding was provided to the Provider Relief Fund (PRF) (although no specific money was set aside for community health centers), as well as a “fix” for the definition of “lost revenue” in the PRF reporting guidelines. The bill includes funding for broadband and telehealth programs and the Paycheck Protection Program.

BPHC reorganization: The Bureau is undergoing a significant reorganization – again – with renaming two of its Offices and updating functions “to increase attention and focus on Health Center Program compliance and funding oversight.” More to come!

Biden Administration Releases COVID-19 Plan: The Biden Administration recently released their COVID-19 plan, which includes funding for community health centers to become key vaccination sites, as well as funding for community health centers to run education campaigns around vaccination safety and trust. This currently is just a plan and no legislation has been created yet, AUCH will continue to monitor this issue.

STATE UPDATES:

The 2021 State Legislative Session began on January 19, 2021 and is expected to continue through March 5, 2021. Currently, the session is being conducted through a hybrid model, with some legislators appearing virtually and others attending in person. Public comment is being collected both virtually and in-person. While the Capitol Complex is open to the public, there are mask and social distancing requirements, and large gatherings in meeting rooms or the Rotunda are prohibited. AUCH is currently exploring alternatives to the usual “Day on the Hill” event that health centers participate in. If you have suggestions of events, please reach out to [Rachel \(AUCH\)](#).

Below are updates on key legislation that AUCH is supporting and/or monitoring:

Health Care Workforce Financial Assistance Program (HCWFAP): Representative Ray Ward has submitted a Request for Appropriation to the Social Services Appropriations Subcommittee for \$600,000 (\$100,000 increase from the expected \$500,000 request) to fund HCWFAP. Funding for HCWFAP was not included in the Governor’s Budget or the Social Services Base Budget but was included in the Governor’s Roadmap. AUCH expects an uphill battle to secure this appropriation.

[S.B. 140: Pharmacy Benefit Amendments](#), sponsored by Senator Evan Vickers, has been filed. This bill prevents against predatory contracting against FQHCs by health insurers on the basis on a FQHC

	<p>participating in the 340B Drug Discount Program. AUCH continues discussion with the bill sponsors and PEHP to monitor this bill for a fiscal note or adjust language to possibly eliminate a fiscal note. The bill is currently waiting to be heard in Committee.</p> <p><u>H.B. 194: Diabetes Prevention Program-</u> Representative Suzanne Harrison is sponsoring a bill that would allow for Medicaid reimbursement for a provider for an enrollee's participation in the Nation Diabetes Prevention Program. It is likely that some of Utah's health centers already have existing programs that would qualify for this reimbursement.</p> <p>Social Services Consolidation Bill Expected: Representative Paul Ray, with the support of Governor Spencer Cox, is expected to run a bill that would consolidate the Utah Department of Health and the Utah Department of Human Services into one department, the Utah Department of Health and Human Services. Medicaid Eligibility would continue to stay under the Department of Workforce Services, with all other Medicaid components being managed under the new Department of Health and Human Services. No bill has been filed yet, and limited information exists as to the details of this possibly consolidation. However, Rep. Paul Ray and Governor Cox's administration have assured stakeholders that there will be no immediate reductions in staff within this new consolidated department. AUCH will continue to track this closely.</p> <p>If you have any questions regarding policy or legislations, please reach out to Rachel.</p>
Next Meeting	Wednesday, February 24, 2021, 2:00-3:00pm