

Board of Directors Meeting Minutes

August 15, 2023

3:00-4:30 pm

Special Meeting

[Zoom Recording](#)

Directors Present: Sumit Sajnani, Dr. Allen Davis, Pat Charmel, Stacia Grosso, Mark Raymond. Absent: Claudio Gualtieri, Commissioner Reeves, Lisa Stump, Jose Crespo.

Opening

Welcome: Sumit Sajnani welcomed the Board and called the meeting to order at 3:01 pm. Sumit Sajnani welcomed guests from Innsena and HES Advisors for presentations of the Public Relations Update and Executive Session topics, respectively.

Roll Call: Gwen Reyes called the roll and confirmed quorum.

Meeting Agenda: Sumit Sajnani requested a motion to accept the meeting agenda. Mark Raymond created a motion to accept the agenda. Pat Charmel seconded the motion. No further discussion. Motion passed.

Public Comment: None.

Executive Director Report: Jenn Searls indicated Connie is in the process of working through the FY24 contract with OHS. From a connectivity perspective, the Connie Account Management Team continues to work on onboarding and outreach. Since the last meeting there have been approximately 40 new provider organizations that have gone live and connected to Connie, this includes 28 facilities associated with Physician One Urgent Care. This is an exciting update as much care is conducted in urgent care facilities and they are not all connected to the same EMR system. Connie is currently receiving ADTs and CCDs from the connected Physician One facilities therefore able to share this data with patients' care teams in the state. Additionally, there are approximately 91 organizations in the pipeline for technical onboarding. Connie has spent a substantial amount of time working with their technical partner to refine and streamline the technical onboarding process to make it more efficient. Connie has also completed 6 new hubs, as has been previously communicated to the Board, the development of hubs is beneficial to both Connie and providers as utilizing hubs allows for Connie to share data via one feed, which is a much less complicated process, and the process for onboarding providers is much more streamlined and simpler. In terms of other outreach efforts, Connie continues to meet with behavioral health providers in forums during which concerns and questions have been discussed and answered, system demos have occurred, and onboarding explained. Additionally, Connie has brought on a licensed clinical social worker as an Account Manager, who has provided further support in conversations with behavioral health professionals. Upcoming behavioral health discussion forums are mainly intended to answer questions directed to OHS relating to the mandate and what it means to connect. In summary, these forums have been informative and beneficial, and Connie continues to make progress onboarding and connecting organizations.

Public Relations Update: Michelle Puhlick introduced this topic and reminded the Board that Innsena was introduced to the Board in the spring at which time an overview of what Connie was hoping to accomplish was provided. In spring Kat McDavitt, who leads the Innsena team, provided that overview. Today, Desiree Lindsay, Britteny Matero, and Melissa Denino will provide an update as they are the day-to-day team who develops content

and manages engagement. Michelle Puhlick introduced Desiree Lindsay who presented the Q3 and Q4 primary objectives, specifically increasing education and awareness, expanding Connie's influence, and establishing social proof. Some key tactics utilized are leveraging SMEs, press releases, developing a robust story bank, and building relationships with local media. Desiree Lindsay provided more explanation regarding impactful storytelling so as to showcase Connie's value. Desiree Lindsay provided an example of what these efforts look like using Connie's Medicine Reconciliation tool. The overall objectives are achieved via a phased approach. Phase 1, which began in Q3, focused on building a PR foundation. Phase 2, which starts in Q4, focuses on ensuring PR sustainability. Desiree Lindsay went on to highlight the achievements to date such as conducting stakeholder interviews, media interviews, and completing articles.

Executive Session: Sumit Sajnani requested a motion to enter executive session to discuss corporate strategy pertaining to trade secrets. Sumit requested that Connie management and HES Advisors join the session. Pat Charmel motioned to enter executive session. Dr. Davis seconded the motion. No further discussion. Motion passed. The board entered executive session at 3:30 pm and exited the session at 4:33pm.

Adjournment: Sumit Sajnani requested a motion to adjourn the meeting. Mark Raymond created a motion to approve adjournment. Dr. Davis seconded the motion. No further discussion. Motion passed. The meeting adjourned at 4:33pm.