

## Traumatic Brain Injury Fund Advisory Committee Meeting

*Cannon Health Building*

*288 North 1460 West, Salt Lake City*

*Room 128*

*12:30 pm –2:00 pm*



UTAH  
TRAUMATIC  
BRAIN INJURY  
FUND

**November 19, 2015**

### MINUTES

#### Those Present:

Carrie Bambrough, George Gehling, Doyle Peterson, Erin Hough, and Trisha Keller

Via Phone: Nita Smith

#### UDOH/VIPP Staff:

Chris Drucker, Traci Barney, Jenny Johnson, and Missi Leak

#### Welcome & Introductions:

- Carrie welcomed everyone present, and introductions were made.
- Traci Barney was introduced as the new TBI and SCI Funds coordinator. Traci has many years of experience working with TBI clients and their families at Phoenix Services. She will be coordinating the TBI Fund (75%) as well as the SCI and TBI Fund (25%). Feel free to contact her at 801-538-9277.

#### Approval of September 2015 Minutes:

- **Motion:** George motioned to approve the minutes with the changes.
  - Doyle seconded the motion.
  - All present were in favor of approval.
    - George – Approved
    - Trisha – Approved
    - Carrie – Approved
    - Erin - Approved
    - Nita – Approved
    - Doyle – Approved

#### Election of a Chair:

- Carrie is happy to continue as chair for another year.
- **Motion:** George motioned to have Carrie Bambrough serve as chair of the committee for another year.
  - Trisha seconded the motion.
  - All present were in favor of approval.
    - George – Approved
    - Trisha – Approved
    - Carrie – Approved
    - Erin - Approved

- Nita – Approved
- Doyle – Approved

Budget & Contract Updates:

- Contract Revisions & ILC BID:
  - Trisha is working with BIAU and Phoenix Services to shift funding.
  - Traci will start working on the ILC Bid.
    - Soon we should have additional contracts.
- Rate Increase Requests:
  - Currently the intake amount is \$35.00; the Resource Facilitation is \$400.00.
  - **Motion:** George motioned that the intake amount be raised to \$80.00 (2 hours at \$40.00 per hour), to reflect the resource facilitation amount (10 hours at \$40.00 per hour).
    - Doyle seconded the motion.
    - All present were in favor of approval.
      - George – Approved
      - Trisha – Approved
      - Carrie – Approved
      - Erin - Approved
      - Nita – Approved
      - Doyle – Approved
- Neuro-psych Request/Approval:
  - We have had a couple requests where the individual’s insurance will cover the neuro-psych, but the individuals did not have enough funds for the co-pay.
    - Trisha asked the committee if they approve these types of cases being covered by the Fund.
    - Payor of last resort means that they don’t have any other means to get these services.
    - Nita suggested that we allow staff to approve these special requests case by case.
    - The purpose of the fund is short-term services to help people get the services they need.
      - This is not a Medicaid program so there is not a financial eligibility; it is only payor of last resort.
  - The resource facilitators look at medical eligibility and not financial eligibility.
  - **Motion:** Nita motioned that the Department staff be allowed to approve co-pays on a case by case basis, as long as the cost for the exam would be less than it would be if the Department were paying for the exam entirely, and the person does not have the resources themselves to pay for it.
    - George seconded the motion.
    - All present were in favor of approval.
      - George – Approved
      - Trisha – Approved
      - Carrie – Approved
      - Erin - Approved
      - Nita – Approved
      - Doyle – Approved

Media Update:

- Focus Group Report:
  - Chris shared the demographics on the focus groups.
  - The focus groups covered three topic areas:
    - Discovering experiences and perspectives of TBI survivors and caregivers
    - Discovering effective methods of reaching out to patients and caregivers
    - Identifying effective messaging and marketing
  - Chris went over results from each topic area.
  - Committee members received this report via email.
- Media changes:
  - Jenny gave the committee a brief history of the TBI media.
    - Efforts in the past were focused towards the general public.
  - After the focus groups, we are shifting our efforts to focus more on TBI survivors and caregivers.
  - Jenny suggested that we keep the ads for the general public, and continue to do a push in the future (March/September or October).
    - We are going to create new radio and web-banner ads for survivors and caregivers.
  - We are going to do a strictly digital marketing campaign (content marketing / pay-per-click marketing) which means that when someone types in keywords in the search engine, our website will go to the top of the search engine. ([www.heath.utah.gov/tbi](http://www.heath.utah.gov/tbi)).
  - This is what we are going to do with the remaining funds for media.
  - LOVE is going to develop a comprehensive social media strategy.
  - Jenny encouraged the contractors to utilize social media, and stressed that anything to do with the fund needs to go to our website ([www.health.utah.gov/tbi](http://www.health.utah.gov/tbi)).

#### Legislative Updates:

- Legislative Annual Report:
  - Chris reviewed the annual report with the committee.
  - Suggestions:
    - **TASK:** Committee members to get their feedback to Chris, Traci, or Trisha by Wednesday of next week.
- Plans and updates:
  - Moved to the next meeting agenda, since we did not have time to discuss this.

The following topics were moved to the next meeting agenda, since we ran out of time and did not discuss them:

- Committee Appointments SFY2016
- Meeting Schedule
- Fund-raising efforts/educating partner's discussion
- Committee Member Updates & Training Reports

#### Next Meeting:

- Agenda Items:
  - Committee Appointments SFY2016
  - Fund-raising efforts/educating partner's discussion
  - Committee Member Updates & Training Reports
  - Other Business
- Date TBD:

- The Committee decided the same schedule will be maintained in 2016.
- Next meeting will be January 28<sup>th</sup> @12:30.

Meeting Adjourned.