

Those present: Zach Shaw Aaron Sinykin Lisa Martinez
Steve Thompson Dayna Klecak Keffory Levy
Monica Bananto Bob Dailey Keffory Levy
Lisa MacNaughton Linda Thompson

Those Absent: Angie Rash Kathy Zazueta

The meeting was called to order at 11:33 AM by Zach Shaw

Minutes: There was no discussion re. the minutes, Bob moved to approve, Aaron seconded the motion and all approved

Treasurers Report: Zach asked about “other costs” and Bob clarified. Lisa moved to approve, Steve seconded and all approved.

Membership Contacts:

- Zach talked with potential associate members and conference participants
- Lisa M. talked with people at the Chandler Chamber of Commerce about AZNHA but not about membership specifically.
- Steve has not spoken with home care companies that are not already members
- Keffory has spoken with members only
- Dayna talked with Michelle at your Angel on Duty HC and one hospice, plus a couple of possible associate members
- Aaron – nothing to report
- Monica talked with On Point Home Health
- Bob has left a message for Don Irish to attempt to get Family Home Care back

Strategic Plan Mid-Year Session: It was decided that due to the way things are now and have changed since January that this session needs to go forward, Keffory mentioned that our members need to know that AZNHA is making changes to the current plan and asked what Joan’s charges would be. Bob reported that Joan charges \$30/hour. Zach determined that the board would proceed with this session to follow the July board meeting and the goal was to reset what has been accomplished and what changes are needed through the end of the year. Linda will contact Joan and arrange for her to participate in the virtual meeting.

HCAoA Report: Steve reported that HCAoA announced that their annual conference will be virtual and held October 6-8. He suggested the board talks with HCAoA and get their ideas for AZNHA’s event.

Committee Reports:

Conference 2020: Monica reported that she has been working with possible exhibitors: Mobile Mechanic and two home health agencies. She inquired as to the planned start and end times of the day. Keffory reported that he had participated in an all-day virtual event and they had short breaks plus a 45 minute break for lunch. He said it worked out well.

Costs were discussed regarding the value of the virtual component, but nothing was determined. There was a lot a discussion regarding logistics and the costs for the virtual piece.

Zach said that the virtual component needs to be more expensive than the in-person part because virtual attendees will receive a recording of the entire event. Keffory said that the price needs to mirror what people are used to paying.

Lisa Martinez said that she does not agree with going ahead with the event. Dayna, Monica, and Aaron agree.

Dayna reviewed the speaker lineup and that 5 are on board whether the event be virtual, live or both. Lisa suggested that instead of a full day conference, offer a series of Zoom presentations by the top 5 speakers and get sponsors for each. Let the sponsors speak before the presentation and their branding would be on all advertising for these sessions.

Zach proposed the approach of doing the virtual series at no money exchange – no charge for participants, speakers are free and no sponsors. Suggested to sell it as “Conference for Free” with presentations available to members only.

A good discussion occurred regarding the presentation series and in particular that this method gives AZNHA the opportunity to reach outside of Maricopa, Pinal and Pima Counties for participants.

Bob dropped off the call at 12:30 PM

Zach requested that by the July board meeting the lineup of speakers be finalized, and asked for a vote on the following:

It was discussed that a series of conference speaker presentations in lieu of an actual conference event, with one speaker per month would replace a day-long conference event this year. Keffory made the motion, Lisa seconded and all approved.

Discussion then went to the title for the series. Linda will draft messages to be sent to the broadcast list, to the members only, and what will go on the website. The two sponsors (Sandata and Banner) that have already paid \$2500 each will be given the choice of sponsoring the presentation series, or leaving money in place for a sponsorship in 2021, or a full refund. The two exhibitors (Dispatch Health and Encompass Health Rehab will be notified of the cancellation and will be issued a full refund. Details will be forthcoming.

Linda will write the cancellation message for the website and for the exhibitors. She will draft the message to members and the broadcast list and send to Zach to approve.

Education: Since a 4 or 5 month presentation series will be offered in lieu of the 2020 conference, those presentations will serve as the education segments through the end of the year..

Care Provider Alliance (EPDPA): Aaron reported that the MCOs have advised they are putting together a plan for going forward, and that there have been no recent meetings.

He also reported that the provider payment was almost approved and that a \$3.40 payment on top of the current rates would be made. If ratified, payments should be made in August and will be a 3 month combined payment. He also mentioned that there is other funding that will be paid fairly quickly.

Communications: Zach asked for feedback on the fireside chat videos. Some of the comments he’s received ask that they be shorter. He questioned if there was an audience for this and Dayna said that there had been 350+ views on YouTube for April and that the HCAoA/AZNHA video had 35 views (this piece had been posted on YouTube for less than 10 days). He will continue to do these videos as long as audience is there.

Benefits: The benefits committee has been put on hold for now.

Legislative: Since there will be no conference, Steve is looking at what AZNHA can do to maintain the relationship with legislators. Linda will work with Steve to create a message to this group advising them of the cancellation of conference.

Keffory mentioned that AZNHA could possibly have 3 or 4 legislators speakers present to members on a virtual session regarding health care. It was decided that this would be a point for the Strategic Plan session.

Benefits: Zach is holding a virtual meeting with this committee this week to discuss current events and what the committee can do. He brought AROS to the attention of the board. AROS does COVID testing and there is no limit on the number of tests they will do. There is no cost – if you have insurance, it will be billed to them; if no insurance, the state is paying for the test. Zach asked if AZNHA should arrange for locations for testing to be done for caregivers and perhaps look it as specific group testing sites.

New Business:

Dayna wanted to know what everyone's thoughts are about city mandates for requiring masks. She asked what each board member was doing to educate clients and staff about these mandates.

Lisa Mac reported that she is working with Honor Health to offer her sidewalk music entertainment and will talk about AZNHA at these locations. She's approaching other facilities to offer her entertainment sessions as well. She also mentioned that she's making another run to the Hopi Reservation and Linda asked that she send her the details so the information could be sent to all members in the Phoenix area.

The next meeting will be virtual on Thursday, July 16, at 11:00 AM to 2:00 PM.

The meeting was adjourned at 1:15 PM

Respectively submitted by
Linda Thompson, Board Administrator