Chair’s Remarks
Chair John Ramil opened the meeting and thanked everyone for attending. He noted that both President Genshaft and Vice President Karen Holbrook are out of town. Both Chair Ramil and Chair Law welcomed Mr. Swinfard as Community Liaison, and Mr. Mullis to the Board, and noted that Vice President Holbrook and Associate Vice President Paul Sanberg had been recognized by the St. Petersburg Times as area leaders to watch in 2010.

Approval of the November 19, 2009, Meeting Minutes
The November 19, 2009, meeting minutes were approved.

Health Care Reform Update
Dr. Stephen Klasko presented an update showing progress on the implementation of ideas brought to this workgroup in 2009. He discussed how health care reform is happening here in Tampa:

- Unintended consequences, which include a decrease in the demand for services.
- Changes in how we select and educate physicians, with high standards, including emotional intelligence, for selection.
- What transformations are needed to avoid past mistakes?
- What will be our lessons learned from 2010?

Dr. Klasko shared a video on the Lehigh Valley Health Network and discussed the USF/Lehigh Valley collaboration. Dr. Klasko also reported on the Center for Advanced Clinical Learning and Simulation (CACLS) and the coverage it received on the NBC Today Show.
**iPhone Applications**
Mr. Jim McKenzie presented a video demonstrating new iPhone applications to improve access to medical and other information. USF Health is developing its own applications. “Profound” is a new application with more search criteria to access information, look at maps, get directions, request an appointment with a doctor, get lab results, and view files, profiles, pictures, biographies, videos, etc. He believes that the use of client server and web applications will decrease, and predicts 2010 will be a “mobile” year.

**Paper Free Florida**
Dr. Klasko showed a video and discussed a new initiative from the Obama administration that encourages and facilitates the adoption of electronic health records (EHR). EHR will be required by 2015 and are expected to increase patient safety, improve quality of care and potentially lower Medicare costs. In response to this initiative USF Health has created “PaperFree Florida” and submitted a proposal which includes 20 counties. Federal funding announcements are anticipated by spring of 2010.

**Medicaid Medical Home Task Force**
Dr. Robert Brooks gave a presentation on the Medicaid Medical Home Task Force and transitions in healthcare. The Task Force was established by the Florida legislature. Dr. Klasko is a member. Almost half of all Americans have a chronic disease. Medicaid constitutes 27% of the Florida state budget and serves 15% of the population. The Medical Home model provides a primary care doctor to coordinate all care for a patient. This program would utilize physicians, physician assistants and other health care professionals to provide responsive service to patients 24/7, including access to health care providers via email. The current fee-for-service model does not pay enough to providers, and encourages overuse of the healthcare system. The Medical Home model would provide incentives through gainsharing to keep patients out of hospitals. Dr. Ed Homan is drafting a bill to present to the Florida House of Representatives this year. It is expected to be difficult to fund this project. Dr. Mathis Becker stated that community support was needed. Dr. Klasko said that the legislature is looking for pilot programs and USF will have opportunities to present solutions. The Task Force report will be completed by February 1, 2010.

**Executive Wellness Center**
Dr. Roger Monsour and Mr. Rick Green gave a presentation on the proposed Executive Wellness Center. Dr. Monsour discussed how the program would provide a private, personal experience for the executive, including a complete workup, with the patient’s history taken in advance, blood drawn at the patient’s home in advance, with everything for the day’s program set up and moving very smoothly throughout a day spent going through the clinic. The combined resources to provide this type of program to a patient would cost approximately $6,000 at the Mayo Clinic, but at USF the cost is expected to be only $2,000. Four people have gone through the program to date. The Morsani Center makes possible this integrative and innovative approach. The facilities at Morsani allow doctors to add additional tests on the fly throughout the day, as results of a previous test indicate the need for further diagnostic testing. At the end of the day the patient receives a full report which is then sent to their primary care physician. From a business
perspective, the center creates a positive revenue stream and allows USF to connect with the community by providing concierge-level services.

**Johnnie B. Byrd, Sr. Alzheimer’s Center**

Dr. David Morgan and Dr. Huntington Potter provided an update on the USF Health Byrd Alzheimer Institute. The Institute currently has 15 clinical trials running and 1500 patient visits annually. At full occupancy the Center expects 170 FTE with over 200 employees, including students and volunteers. The Alzheimer Institute is the largest free standing center of its kind in the world. Dr. Potter stated that the Alzheimer’s Disease Research Center (ADRC) has one of the largest cohorts of subjects for Alzheimer’s research, and one of the highest percentage of minority subjects, which is unusual compared to other ADRCs. The legislative budget request this year for the activities in the Alzheimer Institute is equal to the state's current costs for only two days of Alzheimer’s patient care. They have received no state funding in the last two years.

Chair Ramil concluded the meeting with a reminder that the next meeting of the Health Sciences & Research Workgroup is scheduled for February 18, 2010.

The meeting was adjourned at 9:30 a.m.

Submitted by:
Judy Lowry
February 8, 2010