

MEETING MINUTES
Brain and Spinal Cord Injury Advisory Council
Public Awareness Committee Meeting
February 24, 2022

MEETING OVERVIEW

Date: February 24, 2022

Time: 1:00 pm-2:00 pm

Topic of Discussion: BSCIP Advisory Council Public Awareness Committee Meeting

Location: Via Microsoft Teams Video Conference

IN ATTENDANCE

1. Kimberly Robinson (BSCIP Section Administrator)
2. Johnny Nash (BSCIP Project Manager)
3. Robert Casavant (BSCIP System Administrator)
4. Robert Pfister (BSCIP Unit Administrator)
5. Kimberly Schoffel (BSCIP Statewide Services Administrator)
6. Jose Dubrocq (BSCIP Regional Manager)
7. John Wanecski (BSCIP Regional Manager)
8. Gemma Best-Smith (BSCIP Regional Manager)
9. Valerie "Beth" Collins (BSCIP Regional Manager)
10. Justin Stark (BSCIP Resource Center Manager)
11. Robyn Tipton (BSCIP Resource Coordinator)
12. Kaylin Williams (BSCIAC Coordinator)
13. Richard Zeidman (Public Awareness Committee Lead)
14. Dr. Rhonda Ross (Public Awareness Committee Member)
15. Daniel Nicholson (Public Awareness Committee Member)
16. Eric Collazo (Public Awareness Committee Member)
17. Brian Thomas Higdon (Guest)
18. Francisco Rodriguez (Guest)

CALL TO ORDER AND APPROVAL

Meeting called to order at 1:01 PM EDT

PAC meeting minutes from December 16, 2022 were approved.

Motion made by Eric Collazo

Seconded by Ricke Zeidman

No objections.

Minutes are approved unanimously.

TOPICS DISCUSSED

I. **PRESCREENING PROJECT**

Kimberly Robinson reintroduced the topic and the need for prescreening on the Resource Center webpage so as not to overwhelm staff when PSAs move forward. Kimberly introduced Johnny Nash again, who went through a simulated version of what the prescreening would look like: A series of questions that can be answered by either yes or no, with pop-outs for additional information if the applicant needs assistance with definitions. If through the prescreening the applicant is found ineligible on any of the questions, the screening stops, and they are given a link to additional resources. If they are found eligible at the end of the screening, they are directed to the Central Registry Referral Form to complete. Dr. Ross asked in chat if there is a time limit on injury and requested services. Beau responded that there are no limits, but eligibility will still be based on the medical documentation and necessity for services. Mr. Zeidman asked what the referral entails. Beau responded that the prescreening will direct them to the form, and the form will be filled out and submitted to Central Registry. Once entered, it is assigned to a case manager, who will start the eligibility process. Kim Robinson interjected that the patients do not have to have all information, but submit what they can, and the case managers will reach out and help them with getting more information. Eric Collazo asked if there is any way to make the link a button, similar to what Amazon has when adding to a cart to make it more obvious. Eric Collazo asked if there would be ADA Requirements. Johnny Nash confirmed there would be. Justin Stark asked where the portal would be, and Johnny explained where on the Resource Page it would be. Ms. Robinson stated that once PSAs go out, applicants will be driven to the Resource Center for the prescreening, rather than to Central Registry, where Schuyler is. And that once we get the prescreening up and running, we could work on getting PSA's out.

The timeline for getting the prescreening was brought up later in the meeting. Ms. Robinson explained that BSCIP has new product developers, so it will likely be a couple of months due to that transition, and the RIMS redesign.

II. **BSCIP QR CODE**

Kimberly Robinson announced that BSCIP now has a QR Code that directs people directly to the Resource Center. BSCIP is going to have stickers so it can be applied to documents, business cards, and used at events. Eric Collazo confirmed that it worked for him.



III. **PROMOTIONAL ITEMS**

Promotional items are in process for approval, some fun items. Some may have the QR code. BSCIP will be able to hand out things at events, which is exciting for the program.

IV. **PSAS**

Kimberly Robinson said that while awaiting the prescreening page to get up and running, the conversation could continue about PSAs and what the program would like to do. Mr. Zeidman asked what kind of methods should be done, videos or radio spots? Possibly starting small and see what happens to gauge it. He asked if Kim Schoffel had a chance to speak with a contact at FSU. She said she had, and found the program would need to nail down what it would want before reaching out officially, for example if we'd want them to do a TV spot, or pose for pictures and posters. Mr. Zeidman recommended a short radio spot, and to start planning a script for what the ad should say, and if it successful, expand on it, if it is not, tweak it. He asked if anyone on the call had created a PSA. Ms. Robinson said BSCIP did with a video testimonial of Schuyler. Ms. Robinson added that the Communications section would be willing to help should we need it.

V. **NEXT MEETING**

Discussion for the next meeting, should there be one in March, or should it be held until April's Council Meeting. It was decided to wait until April.

NEXT COUNCIL MEETING & ADJOURNMENT

The next BSCIP Advisory Council Meeting will be held on April 21, 2022 via Microsoft Teams.

+The meeting ended at 1:42 pm EDT.

Move to adjourn made by Ricke Zeidman

Seconded by Eric Collazo and Dan Nicholson

No objections

Meeting adjourned.