The advisory council shall submit initial recommendations to the director for the state initiative for prevention and chronic care management no later than July 1, 2009. The recommendations shall address all of the following:

1. The recommended organizational structure for integrating prevention and chronic care management into the private and public health care systems.

2. A process for identifying leading health care professionals and existing prevention and chronic care management programs in the state, and coordinating care among these health care professionals and programs.

3. A prioritization of the chronic conditions for which prevention and chronic care management services should be provided. The advisory council shall initially develop consensus guidelines to address the two chronic conditions identified as having the highest priority and specify a timeline for inclusion of additional specific chronic conditions in the initiative.

4. A method to involve health care professionals in identifying eligible patients for prevention and chronic care management services, which includes but is not limited to the use of a health risk assessment.

5. The methods for increasing communication between health care professionals and patients, including patient education, patient self-management, and patient follow-up plans.

6. The educational, wellness, and clinical management protocols and tools to be used by health care professionals, including management guideline materials for health care delivery.

7. The use and development of process and outcome measures and benchmarks, aligned to the greatest extent possible with existing measures and benchmarks.

8. Payment methodologies to align reimbursements and create financial incentives and rewards for health care professionals.

9. Methods to involve public and private groups, health care professionals, insurers, third-party administrators, associations, community and consumer groups, and other entities to facilitate and sustain the initiative.

10. Alignment of any chronic care information system or other information technology needs with other health care information technology initiatives.

11. Involvement of appropriate health resources and public health and outcomes researchers to develop and implement a sound basis for collecting data and evaluating the clinical, social, and economic impact of the initiative.

12. Elements of a marketing campaign that provides for public outreach and consumer education in promoting prevention and chronic care management strategies among health care professionals, health insurers, and the public.

13. A method to periodically determine the percentage of health care professionals who are participating, the success of the empowerment-of-patients approach, and any results of health outcomes of the patients participating.

14. A means of collaborating with the health professional licensing boards to review prevention and chronic care management education provided to licensees and recommendations regarding education resources and curricula for integration into existing and new education and training programs.