

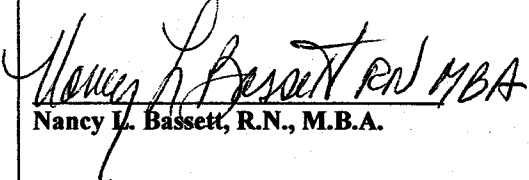
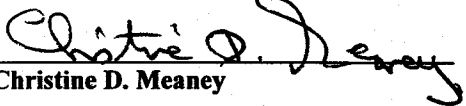
Palomar Pomerado Health  
**BOARD OF DIRECTORS**  
**SPECIAL BOARD VISION MEETING**  
Palomar Medical Center, Graybill Auditorium, Escondido  
Tuesday, January 6, 2004

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
<b>CALL TO ORDER</b>	6:00 pm Dinner/6:30 p.m. Meeting  Quorum comprised Directors Bassett, Berger, Krider, Kleiter, Larson, Rivera, Scofield.		
<b>NOTICE OF MEETING</b>	Notice of Meeting was mailed consistent with legal requirements		
<b>PUBLIC COMMENTS</b>	None		
<b>PPH Vision Statement –  Introduction</b>	<p>The CEO introduced the meeting referring to previous sessions with our architects including a session to more meaningfully study the words and meaning behind the input provided on what our vision should be, ie., vision versus mission, that would provide a sense of direction for our organization. Our vision should look to the future over a long period, inspiring us to reach for new goals. It should be action-oriented and ongoing and become a touchstone when considering new programs in our aim to serve the people of this district in a quality-oriented manner.</p> <p>Meetings had been held with the Foundation Board, Leadership Council and members of our Values in Action (employees of the month) group with each sharing their thoughts on what our vision should be. A finalized and agreed upon vision statement would have an impact upon the long-term growth for PPH and the communities served, and direction of the board was now sought.</p>		
<b>Board input</b>	Chairman Larson requested board input. Director Berger referred to potential bond issues and how he might react to questions by potential naysayers amongst the public. A vision should strengthen PPH as a local		

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	<p>hospital district and provide a high level of care that we want to convey to the community.</p> <p>Director Bassett noted that many meetings had taken place to provide input into what a vision statement should be for PPH including that provided by the Values in Action Group Session and by the Board, Medical Staff, and Leadership Council although there were many common themes.</p> <p>Director Krider referred to his work in the community and agreed that we need to stretch to aim for top national awards. It helps us gain credibility and support and it is our vision to meet and exceed best possible healthcare standards.</p>		

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	<p>The CEO believed that the Board should decide what our vision should be, that is, where our organization wanted to be.</p> <p>Director Rivera referred to a tour he took of our area with Mike Shanahan, noting the tremendous increase in growth and housing with the influx of people that has occurred during the last twenty-five years, including San Marcos and Rancho Penasquitos, as well as the rural areas. PPH must keep pace with this growth. Cal State University San Marcos is a big area where we can focus our clinical and possible medical/education complex.</p>		
	<p>Director Kleiter referred to the suggestion of, "To become the healthcare provider of choice in the southern California region...", noting that there are other hospitals and districts, both public and private, in the southern California region, but felt that some of the comments made by the Board and CEO about combining some suggestions would be good. He also felt that market share should be included.</p> <p>Director Berger asked why we had to include the word, "public" in one of the suggestions, as this sometimes connotes a different kind of health care system. However, he felt that much of the suggested input was good but that wordsmithing was needed so as to make a particular statement regarding our vision.</p> <p>Director Berger then suggested wording for a potential vision statement, "To be one of the top healthcare systems recognized nationally delivering quality outcome, service and compassion to the patients that we serve".</p> <p>It was generally agreed that quality care and national recognition were important elements in the statement.</p>		

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	<p>Chairman Larson asked Anamaria Repetti, Marcia Jackson and Bob Hemker for their input regarding inclusion of the word, "public" and the possible connotation that may result.</p> <p>Director Kleiter stated that he was proud to be part of a public health care system but we have to be concerned by not referring to it as a county institution which we are not. We are not a county hospital, and never have been. We are a public district hospital ie., an independent local public agency, and we can make a profit, and we do not have to provide charity care.</p> <p>Further discussions took place with review of suggested potential vision statements.</p>		
<p><b>Vision Statement</b></p>	<p>Following various other suggestions, Director Berger with the aid of board member input then re-worded a potential Vision Statement as being:</p> <p><b>"PPH will be the health system of choice for patients, physicians and employees, recognized nationally for the highest quality of clinical care and access to comprehensive services."</b></p>	<p><b>MOTION:</b> by Berger, 2<sup>nd</sup> by Bassett and carried unanimously that the PPH Vision Statement be approved as stated. All in favor. None opposed.</p>	

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	<p>The CEO commented that this Vision Statement had to be that of the Board, and this is how it would be presented. The Board has provided him sufficient room regarding the words, "recognized nationally". This Vision Statement would be used as a reference. Director Berger thanked the CEO for his input.</p> <p>Director Scofield acknowledged kudos to all for working on this Vision Statement over a period of time.</p>		
<b>ADJOURNMENT</b>	8:30 p.m.		
<b>SIGNATURES</b> <ul style="list-style-type: none"> <li>▪ Board Secretary</li> <li>▪ Board Assistant</li> </ul>	 <hr/> Nancy L. Bassett, R.N., M.B.A.   <hr/> Christine D. Meaney		