

Palomar Pomerado Health
BOARD OF DIRECTORS
REGULAR BOARD MEETING
Pomerado Hospital, Meeting Room E, Poway
Monday, March 12, 2007

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
CALL TO ORDER	6:30 pm Quorum comprised Directors Bassett, Greer, Kleiter, Krider, Larson, Powers and Rivera.		
OPENING CEREMONY	The Pledge of Allegiance was recited in unison.		
MISSION AND VISION STATEMENTS	<p>The PPH mission and vision statements are as follows:</p> <p><i>The mission of Palomar Pomerado Health is to heal, comfort and promote health in the communities we serve.</i></p> <p><i>The vision of PPH is to 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.</i></p>		
NOTICE OF MEETING	Notice of Meeting was mailed consistent with legal requirements		
PUBLIC COMMENTS	None		
APPROVAL OF MINUTES		MOTION: by Bassett, 2 nd by Larson and carried to approve the February 12, 2007 minutes as submitted. All in favor. None opposed.	
APPROVAL OF AGENDA to accept the Consent Items as listed including PPH Policies QLT-02; QLT-14; GOV-12 & retirement of Policy QLT-15		MOTION: by Bassett, 2 nd by Kleiter and carried to approve the Consent Items as submitted. All in favor. None opposed.	

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PRESENTATION			
<ul style="list-style-type: none"> ▪ “Healthy Food” 	<p>Director Nancy Bassett introduced this item, suggesting that if as a health care organization, PPH might have a range of healthy choices on the menu, and had requested that Jana Markley, System Director, Food & Nutritional Services (FANS) present to the Board. Tina Pickett, Regional Director, ARAMARK, was unable to co-present due to illness.</p> <p>Jana Markley then reviewed “healthy choices”, distributing “Just4U” brochures for <i>“Food that fits your life!”</i>. She noted that PPH constantly strives for wellness and healthy choice menus with variety. New menus have been specifically developed with the objective of providing each customer menu and dietary options focusing on portion size; content; dietary trends, third-party endorsements; generation of publicity and recognition, and delivery of a turn-key program for “certified” operators.</p> <p>To assist in healthy menu choices, color-coded menu icons had been developed, including Heart Healthy, Low Fat, CalSmart, CarbCounter, Vegetarian, and Vegan. The American Dietetic Association had reviewed these nutrition menu symbols and found them consistent with responsible nutrition practices. Following a question from Director Larson, it was noted that as part of a wellness initiative, there were no fad diets and no use of trans-fatty acids. Positive impact is made on the inpatient sector. Whole and organic foods being incorporated.</p> <p>A key element was Customer Communication and Education with a three-stage Certification Process of Initial Rollout; Ongoing Certification; and Continuous Quality Assurance.</p>	<p>Director Bassett and Chairman Rivera expressed appreciation for this important healthy choice presentation</p>	

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REPORTS			
Medical Staff			
Palomar Medical Center			
<ul style="list-style-type: none"> ▪ Credentialing 	Robert D. Trifunovic, MD., Chief of PMC Medical Staff, presented PMC's requests for approval of Credentialing Recommendations.	<p>MOTION: by Bassett, 2nd by Powers and carried to approve the PMC Medical Staff Executive Committee credentialing recommendations for the PMC Medical Staff, as presented. All in favor. None opposed.</p> <p>Directors Greer and Larson abstained to avoid potential conflict of interest.</p>	
Escondido Surgery Center			
<ul style="list-style-type: none"> ▪ Credentialing 	Marvin W. Levenson, MD, Administrator/ Medical Director of the Escondido Surgery Center, presented requests for approval of Credentialing Recommendations.	<p>MOTION: by Bassett, 2nd by Powers and carried to approve the PMC Medical Staff Executive Committee credentialing recommendations for the Escondido Surgery Center, as presented.</p> <p>All in favor. None opposed.</p> <p>Directors Greer and Larson abstained to avoid potential conflict of interest.</p>	
Pomerado Hospital			
<ul style="list-style-type: none"> ▪ Credentialing 	Benjamin Kanter, MD., Chief of Pomerado Medical Staff, presented Pomerado Hospital's requests for approval of Credentialing Recommendations.	<p>MOTION: by Bassett, 2nd by Powers and carried to approve the Pomerado Hospital Medical Staff Executive Committee credentialing recommendations for the Pomerado Medical Staff, as presented.</p> <p>All in favor. None opposed.</p> <p>Director Larson abstained to avoid potential conflict of interest.</p>	
<ul style="list-style-type: none"> ▪ 	Benjamin Kanter, MD., Chief of Pomerado Medical Staff, presented Pomerado Hospital's Medical Staff Rules and Regulations Amendment regarding Podiatrists.	<p>MOTION: by Bassett, 2nd by Powers and carried to approve the Pomerado Hospital Medical Staff Executive Committee credentialing</p>	

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		recommendations for the Pomerado Medical Staff, as presented. All in favor. None opposed.	
Administrative			
Chairman - Palomar Pomerado Health Foundation	Mr. Al Stehly		
	<p>Mr. Stehly provided a verbal Foundation report to the Board, noting that Foundation Board members and staff had recently reviewed submissions for the campaign leadership study resulting in three specialist campaign planning firms invited to present in late February with results to be announced shortly.</p> <p>Also, a group of Foundation Board, staff and community leaders joined Michael Covert March 7, to discuss plans for moving forward on the major fundraising campaign, with a Leadership Council to be developed comprising volunteers and PPH representatives for the future campaign plan.</p>	Chairman Rivera thanked Mr. Stehly for his informative Foundation report.	
Chairman of the Board - Palomar Pomerado Health	Marcelo R. Rivera, MD		
<ul style="list-style-type: none"> • AHA (COG) 	<p>Chairman Rivera noted that through Michael Covert as a member of the AHA Council Governing Board, he became interested in AHA and was selected as a representative on the AHA Committee on Governance (COG) Region 9. As a result, on March 4, 5 and 6 Chairman Rivera attended an AHA/COG meeting in Washington, DC regarding a five-step plan to provide health insurance for everyone, addressing access to healthcare, value, quality improvement and safety, and the appropriate use of I/T to address those issues.</p> <p>He had discussions with Brian Bilbray and staff members regarding his focus in support of AHA to limit Medicare cut-backs, as well as physician issues, and also met with Bob Filner and others.</p>		

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	<p>Chairman Rivera then referred to other matters that arose in the AHA meetings including Minute Clinics, and a 700-bed hospital designed by Anshen + Allen with invitations extended to visit. Although none of the facilities were as big as our own project, with many CEOs present from around the country there was much to discuss, including use of robotics for supply delivery.</p> <p>In addition, he stated that he would shortly be leaving for Sacramento to attend CHA Legislative Day March 14.</p>		
<ul style="list-style-type: none"> • Pomerado Auxiliary 	<p>Chairman Rivera recognized Ms Pillie Haight serving a second year as President of Pomerado Auxiliary, together with the Vice President.</p>		
<ul style="list-style-type: none"> • 4th Annual Leadership Recognition Banquet 	<p>The Chairman reminded of the 4th Annual Leadership Recognition Banquet, a black-tie optional affair, scheduled for Friday, March 16 at which two additional members of the community would be officially recognized by PPH.</p>		
<ul style="list-style-type: none"> • ACHD 	<p>Chairman Rivera then deferred to Director Kleiter, Board Treasurer who, as current Chairman of ACHD, provided an informative report on his recent meetings with legislators, and that he had listed to Richard Figueroa who spoke without notes for thirty minutes regarding the Governor's proposed health plan.</p> <p>Director Kleiter continued that ACHD ensured district hospitals in California can be heard and, with 74 districts, approximately 55 of them have hospitals, and PPH wished to be adequately represented. He also met with George Plescia, and overall found these legislative meetings to be very positive.</p>		
<p>President and CEO</p>	<p>Michael H. Covert</p>		

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<ul style="list-style-type: none"> 2006 Finest Awards – Health Care Communicators of San Diego County (Marketing Awards) 	<p>Michael Covert referred to the 2006 Finest Awards for Health Care Communicators, stating that PPH had received</p> <p>4 Gold:</p> <p>Public Relations Campaigns/Public Service/Advocacy – Prescription for Disaster: Teens Abusing Over-the-Counter & Prescription Drugs; Publications, Collateral & Design Publications etc. – The HealthSource/The BabySource; Special Events – The Main Event: A Health Forum for Men; Publications, Collateral & Design Publications – Palomar Pomerado Health 2005 Community Health Check; and</p> <p>3 Silver:</p> <p>Public Relations Campaigns, Media Relations – Prescription for Disaster: Teens Abusing Over-the-Counter & Prescription Drugs; Marketing/Advertising, Unique Print Advertising – Best Practice Supplement – Physicians Practice Magazine; Publications, Collateral & Design Publication, Magazines – Internal – Momentum Magazine.</p>		
<ul style="list-style-type: none"> In-House Legal Counsel Update 	<p>The CEO reported that several candidates had been interviewed and that it was hoped to bring back candidates for further interviews.</p>		
<ul style="list-style-type: none"> Administration Retreat 	<p>An administration retreat was planned for this week with marked improvements to be noted.</p>		
<ul style="list-style-type: none"> Quarterly Reports from Executive Staff - Lorie Shoemaker 	<p>Lorie Shoemaker, Chief Nurse Executive, reported on Financial Strength; Customer Service; Quality and Patient Safety, and Workforce Development, noting that Labor management within the nursing division continued to be strong with overall productivity at 100% FYTD and a positive variance of \$700,000.</p> <p>The Bariatric Center of Excellence underwent a rigorous survey to become certified by</p>	<p>Chairman Rivera thanked all for their informative reports.</p> <p>The CEO also thanked those concerned and was appreciative of Steve Gold's efforts.</p>	

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	<p>HealthNet to perform such surgery. Contract negotiations were planned so as to offer this service to their plan members.</p> <p>Positive interdisciplinary relationships were reported, particularly between nurses and physicians, in addition to the annual nurse/physician collaboration survey currently underway.</p> <p>Cardinal Health was hosting a county-wide Patient Controlled Analgesia Safety Symposium March 29. John Eastham, a PPH clinical pharmacist and Dr. Ben Kanter were on the list of distinguished presenters.</p> <p>Magnet Recognition status was fully underway as we approached the 12 month look back period and Brenda Fischer had recently been hired as full-time coordinator. A Magnet Champions kick-off meeting was scheduled for March 19, noting that our champions will be key to PPH becoming the first health system in California to achieve Magnet Recognition status <i>(copy report filed with minutes)</i>.</p>		
<ul style="list-style-type: none"> - Ms Sheila Brown 	<p>Ms Sheila Brown, Chief Clinical Outreach Officer, provided her report on Financial, Customer Service, Quality and Workforce/Workplace Development. She noted that Private Duty and Supportive Health programs were 3700 hours better than budget YTD, with increased Corporate Revenues including those from the Corporate Flu Campaign, initiating 23 corporate site visits which were well received, to administer influenza vaccine for companies in the community. Also, Corporate Health had been selected to be vendor to provide Health Risk Appraisals for City of Poway employees during their Annual Wellness Fair May 17, 2007.</p> <p>Effective May 2007, Wound Care and Hyperbaric Medicine was extended to San Marcos to meet community needs.</p>		

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	<p>In addition, PPH IRB approved an inpatient drug study for evaluating effectiveness of an extended release drug to treat Bipolar I Disorder. Dr. Schechter and Dr. Bailey to begin vascular study comparing Transcutaneous oxygen measurements to Skin Perfusion Pressures.</p> <p>The ICCIS research project – Digital Pen, was fully implemented at both SNF facilities. Staff positions, and a visit to PMC for 12 graduate students in Public Health from SDSU hosted by Kwaja Floyd were also mentioned <i>(copy report filed with minutes)</i>.</p>		
<ul style="list-style-type: none"> • - Gerald Bracht 	<p>Gerald Bracht, Chief Administrative Officer, Palomar Medical Center, reported under the four main sub-headings. Financial activity continued strongly at PMC this past quarter, particularly ED and Trauma. Regarding Quality, Bill Kail and Kim Dodson are working with designated leadership from Intervention Radiology and Cardiology to initiate combined scheduling of respective labs. In addition, regular monthly meetings are held with medical group leaders in mutual efforts to effectively manage patient care. Customer Service Patient Satisfaction continued mixed across PMC. New banners had been installed in the main lobby depicting behavior standards established by service excellence workgroups. An annual employee engagement survey was scheduled to begin April 10.</p> <p>Regarding Workplace/Workforce, new Pharmacy Service Line Administrator, Karl Hohengarten, arrived on staff. Also, Graybill Auditorium had been reopened following renovation with notable use of renewable materials <i>(copy report filed with minutes)</i>.</p>		
<ul style="list-style-type: none"> • - Steve Gold 	<p>Steve Gold, Interim Chief Administrative Officer, Pomerado Hospital thanked everyone for their support during his recent transition, noting that we were working to make this as</p>		

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	<p>seamless as possible and that he had met with many Medical Executive Staff Members individually, and attended the Medical Executive Committee. He had also rounded throughout the hospital with Dr. Kanter, Mary Oelman, meeting with ICU IMC Staff, and Council of Innovation.</p> <p>Mr. Gold had also addressed the Poway Chamber of Commerce Annual Breakfast on progress of system and construction updates and would be addressing Poway Kiwanis Club in April.</p> <p>Poway Rotary Club had asked to adopt Pomerado Hospital and to direct its major fund raising to the hospital.</p> <p>He had toured the new Outpatient Pavilion, and staff were preparing for CHC to move in by May 1.</p> <p>A new EVS Director, Brian Hayes, had been brought in by ARAMARK.</p> <p>Two future growth areas were, ways to increase volume with physician development, and improvements to Press Ganey scores (<i>copy report filed with minutes</i>).</p>		
INFORMATION ITEMS	<i>Discussion by exception only</i>		
▪ Human Resources			
▪ Community Relations			
▪ Strategic Planning			
▪ Quality Review			
▪ Internal Audit			
▪ Governance			
▪ Finance			
COMMITTEE REPORTS			
Governance Committee	Director Gary Powers, Chairman		
<ul style="list-style-type: none"> • HR Committee PPH Bylaws Changes 	Director Powers requested approval to changes submitted by HR Committee to the Governance Committee concerning changes to	MOTION: by Greer, 2 nd by Bassett and carried that approval be made to the changes to PPH Bylaws – HR	

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	PPH Bylaws – HR Committee section 6.2.3 (c) Duties (i) Additional Wording; and Addition of new paragraph (d) “Meeting Requirements” as submitted.	Committee section 6.2.3 (c) Duties (i) Additional Wording; and Addition of new paragraph (d) “Meeting Requirements” as submitted. All in favor. None opposed.	
Finance Committee	Director T.E. Kleiter, Chairman		
<ul style="list-style-type: none"> • Purchase of Land and Building at 975 South Andreasen, Escondido, California 	<p>Director Kleiter requested approval to the proposed purchase of land and building at 975 South Andreasen, Escondido, subject to acceptable market conditions, terms, due diligence and final Board approval.</p> <p>It was explained that this purchase would present an opportunity to group certain system-wide support services of the District into a “clustered” model at that location, as it is adjacent to the new Warehousing and Supply Chain Services building at 2227 Enterprise, Escondido.</p> <p>Director Larson expressed surprise that this was necessary and inquired whether it was anticipated that we would need such offsite storage, and whether it was an interim plan, and/or where this might fit strategically.</p> <p>Bob Hemker responded that staff had reviewed our supply chain distribution needs and felt this proposal created good synergy, particularly providing core services in a clustered manner.</p> <p>Director Larson then asked if two such warehouses would suffice. Director Krider felt that at any time we might locate warehouse space, we should be vigilant at looking at every such space.</p> <p>Director Powers noted that before similar decisions, the Board either should visit, or review pictures. He had however, viewed the buildings himself that day and reported that they were almost identical and contiguous with each other. Chairman Rivera sincerely appreciated the time that Director Powers took in viewing this building.</p>	<p>MOTION: by Kleiter, 2nd by Greer and carried to approve the proposed purchase of land and building at 975 South Andreasen, Escondido, subject to acceptable market conditions, terms, due diligence and final Board approval, as submitted.</p> <p>All in favor. None opposed.</p>	

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BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MONTH	<p>Director Bassett commented that she was aware that the husband of a patient at PMC had been so impressed with the care his wife had received, that he was now a volunteer at the hospital.</p>		
	<p>Director Greer enthused over the "Insights to Excellence" program every third Wednesday morning and encouraged Board Members to attend to meet new employees.</p> <p>As an informational item, it was suggested that every other month the Board might review with a respective Committee Chairperson, what that particular Committee is doing.</p> <p>Director Greer referred to Employee recognitions being made again at Board Meetings. Chairman Rivera responded that although this had been done previously, it was found that often those employees who were being honored were unable to attend evening Board Meetings and the employee was instead honored at a different time and place. However, he requested Board Members to let him know if Employee Recognitions should be re-instituted at monthly Board meetings.</p>		
ADJOURNMENT	7:50 p.m.		
SIGNATURES <ul style="list-style-type: none"> ▪ Board Secretary ▪ Board Assistant 	<hr/> <p>Linda C. Greer, R.N.</p> <hr/> <p>Christine D. Meaney</p>		