

Palomar Pomerado Health
JOINT MEETING OF THE BOARD OF DIRECTORS &
STRATEGIC PLANNING COMMITTEE
Innovation Facility
April 20, 2005

| AGENDA ITEM | DISCUSSION | CONCLUSION/ACTION | FOLLOW-UP/ RESPONSIBLE PARTY |
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| CALL TO ORDER | 6:02 p.m. | | |
| ESTABLISHMENT OF QUORUM | Dr. Larson, Nancy Bassett, R.N., Michael Covert, Linda Greer, Bruce Krider, Dr. Otoshi, Dr. Rivera, and Dr. Tornambe. Also attending were Gerald Bracht, Bob Crouch, Jim Flinn, Lorie Harmon, Bob Hemker, Marcia Jackson, Dr. Kolins, Dr. Kung, Mike Shanahan, Lorie Shoemaker, and Dr. Trifunovic. Guest: Stephanie Heames, Tom Chessum, and Nick Xenitopoulos. | | |
| NOTICE OF MEETING | The notice of meeting was mailed consistent with legal requirements. | | |
| PUBLIC COMMENTS | There were no requests for public comments. | | |
| MINUTES March 15, 2005 | | MOTION: Motion made by Nancy Bassett, RN, seconded by Linda Greer, and carried, for approval as presented. | |

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| SERVICE LINE UPDATE | <p>In November 2003 the Strategic Planning Committee and Management arrived at consensus for service line priorities: women's services, cardiovascular services, vascular services, orthopedics and neurosciences. Marcia Jackson, Chief Planning Officer, provided an update on service line planning to the Committee.</p> <p>The Prioritized Service Lines are as follows:</p> <ul style="list-style-type: none"> • Women's Services • Cardiovascular • Neurosciences • Vascular • Orthopedics <p>The current status of these Service Lines was discussed, including the following:</p> <ul style="list-style-type: none"> • Strategic Plans completed for Women's and Cardiovascular Service Lines • Business Plan prepared for Women's Services • Service Line Administrator has been hired for Women's and Children's Services (Diane Key) • Specific initiatives are underway for both service lines. • Planning recently underway for neurosciences • Planning not yet initiated on the others <p>The Women's Services Key Strategies are:</p> <ul style="list-style-type: none"> • Demonstrate high quality • Work with a perinatology group to establish services • Focus on gaining oncologic market share • Develop a women's heart health program • Improve and add support programs | | |

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| | <ul style="list-style-type: none"> • Develop a comprehensive marketing program • With the new building projects develop extraordinary outpatient and inpatient women's facilities <p>PPH will establish a quality indicator scorecard for Women's Services, identifying PPH's baseline positioning, and developing action plans to improve quality and service as indicated. PPH will also identify nationally accepted protocols for women's services, & implement them at both hospitals. We will develop the position description and recruit a medical director for the service line, particularly to champion the quality effort and initiatives. Diane Key is currently working on this, and Opal Reinbold, the new Quality and Clinical Effectiveness Officer, will be able to contribute greatly to the quality aspect.</p> <p>A Perinatology Program will be established, and Diane Key and Dr. Buringrud will lead the efforts in exploring opportunities with either Child's Specialist Medical Group, or with the Perinatologists from UCSD.</p> <p>PPH hopes to increase the Oncologic market share, since we currently have a low market share. With cancer being a significant concern for women, it is important to be competitive in cancer service. We also hope to achieve ACoS accreditation, in order to be at the same standard as the other San Diego hospitals.</p> <p>A grant has recently been submitted to establish the breast care nurse liaison program. The capital budget includes funds to purchase brachytherapy (radiation therapy) systems to drive leading edge radiation therapy</p> | | |

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| | <p>treatment. We are currently referring away patients who need this treatment.</p> <p>PPH seeks to establish a Women's Heart Health Program, since heart disease is the number 1 cause of death among women, and women have a higher (53.6%) mortality for heart disease. A "Love Your Heart" program was held on February 9, 2005, at the Women's Health Connection, and cardiovascular disease education was presented during breakout sessions at the Women's Conference on April 9, 2005. It was also noted that PPH is the only Red Dress Campaign sponsor in San Diego County.</p> <p>PPH would like to add support services, and to improve on existing services, such as these:</p> <ul style="list-style-type: none"> • Offer additional outpatient lactation services, especially at Palomar • Retail component which includes breast feeding products, breast prostheses, wigs, other positive image products was established in July 2004 • Concierge service established at Pomerado Hospital Birth Center <p>A Comprehensive Marketing Program will include an OB marketing campaign launched for Pomerado Hospital, and will enhance the PPH website to include more links to related organizations or health information sites.</p> <p>The new facility projects were discussed, and User Groups have begun meeting for the Schematic Design phase.</p> | | |

4

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| | <p>Key strategies for the Cardiovascular Service Line include:</p> <ul style="list-style-type: none"> • Demonstrate high quality • Establish emergency services as a differentiation strategy • Implement a business development/marketing plan • Establish a Women's Heart Health program • Develop a dedicated CV facility/floor within the hospital building project • Add a Cath Lab at Pomerado <p>The Cardiovascular Service Line seeks to achieve national recognition for the "Get With the Guidelines" implementation at Palomar Medical Center. Another objective is to have emergency services as a differentiator, due to our tremendous success with the Cardiac Alert program, which is now instituted throughout the PPH District. San Diego County is meeting with PPH and cardiologists to discuss establishing the program countywide. In order to increase volume for the Cardiology Services, PPH is working with Kaiser to gain their cardiovascular volume at PMC. Nancy Bassett, RN, asked if the Marketing department will be focusing on Emergency Services to make sure the public is aware of this program, and Marcia Jackson responded that significant marketing and public relations efforts will be made regarding cardiac services, particularly for the Cardiac Alert program.</p> <p>A CV facility/floor is being planned within the facility expansion project, and User Groups have begun meetings for the Schematic Design phase, and</p> | | |

5

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| | <p>Champion Teams are researching organizational models. Other goals for the facility expansion program include establishing a Cath Lab at Pomerado Hospital, part of the new Angio/Vascular suite at Pomerado. Jim Flinn pointed out that the Angio/Vascular suite is under construction now, and should be completed in early August. Dr. Rivera asked when a business plan might be completed, and Jim responded that it has not been started yet.</p> <p>The Neurosciences Service Line planning includes updating the service line assessment, and we will begin meeting with physicians and clinical & support staff in late May/early June.</p> <p>The potential Centers or Services within the Neuroscience Service Line include:</p> <ul style="list-style-type: none"> • Neuro-oncology program • Cerebral vascular program • Neurodegenerative program • Spine center • Trauma <p>Dr. Rivera asked about the status of the neurology program. Jim Flinn responded that there are no neurologists available now, and Marcia Jackson emphasized that neurology is a priority for physician recruiting.</p> <p>The latest technologies in neuroscience include brain coils, which Dr. Georgy does, image-guided surgery, and radiosurgery. PPH has set aside money in the capital budget for radiosurgery. Gerald Bracht stressed that service lines are going forward, not waiting for</p> | | |

9

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| | <p>completion of a business plan.</p> <p>General discussion ensued regarding children's services, and Dr. Larson commented that we could revisit this topic at a later date.</p> | | |
| ADJOURNMENT TO CLOSED SESSION | <p>6:30 p.m. Adjournment to Closed Session - Pursuant to California Government Code 54956.8; Property: Escondido Research & Technology Site (ERTC), 6.6 acres known as proposed parcels 30, 31 and 32; Agency Negotiator: Robert Hemker, CFO, PPH; Negotiating Parties: James McCann and Robert Hemker; Under Negotiation: Instruction to Negotiator will concern Agency's interest in land option. Anticipated Action: August 2005</p> | | |
| RETURNED TO OPEN SESSION | 8:50 p.m. | | |
| COMMITTEE COMMENTS, SUGGESTIONS | | | |
| FINAL ADJOURNMENT | 8:55 p.m. | | |
| SIGNATURES Committee Chairperson Recording Secretary | _____ Dr. Marcelo Rivera _____ Lorie Harmon | | |