

**Palomar Pomerado Health
BOARD OF DIRECTORS
REGULAR BOARD MEETING**
Palomar Medical Center, Graybill Auditorium, Escondido
Monday, June 13, 2005

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
CALL TO ORDER	6:30 pm Quorum comprised Directors Bassett, Greer, Kleiter, Larson, Rivera and Scofield		
OPENING CEREMONY	The Pledge of Allegiance was recited in unison, followed by an inspirational reading (<i>attached</i>) by Chaplain Hard.		
MISSION AND VISION STATEMENTS	<p>The PPH mission and vision statements were read by Director Kleiter, 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 Danny Thomas WWII Memorial	Mr. Danny Thomas, a 56 year resident of Escondido, spoke in favor of rededicating and placing once again for public view the WWII granite memorial monument which is now in storage. Mr. Thomas noted that the memorial was first dedicated in 1950 and had been in front of the hospital until Palomar Memorial Hospital was renamed Palomar Medical Center. Currently, there is a bronze plaque in front of the hospital with the same dedication as the granite memorial monument. Mr. Thomas feels that the memorial is a part of PPH history. He offered to work with hospital	Director Kleiter commented that he recalled when the granite memorial monument was purchased, dedicated and placed in front of the hospital. Chairman Rivera thanked Mr. Thomas for speaking to the Board and pointing out the current situation with the WWII monument. Mr. Thomas was assured that the Board had heard his comments and would be looking into resurrecting the monument.	

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	officials in any way in order to have the granite memorial placed for public viewing again.		
Bob Johnson Hospital Site	Mr. Bob Johnson spoke in regard to the search for a site for the new hospital. Mr. Johnson offered his thanks and appreciation to the Board for their stance not to use the power of eminent domain to obtain property for the new hospital. Mr. Johnson stated that he is the 3rd generation of a business (Milo Johnson Automotive) which has been in business in Escondido (535 N. Quince) for 60 years. His business is one of many which would be devastated if their properties were to be condemned.	Chairman Rivera stated that the PPH Board of Directors is on record as not wanting to use powers of eminent domain. This is an ongoing issue with the City Council of Escondido. PPH will continue to work through the CEO to find a cooperative resolution to the selection of a site for the new hospital. Chairman Rivera stated that PPH is willing to work with the City of Escondido but would take appropriate steps to build a flagship regional hospital in our health system for the 21st century.	
APPROVAL OF MINUTES <ul style="list-style-type: none"> • May 9, 2005 		MOTION: by Scofield, 2 nd by Kleiter to approve the May 9, 2005 minutes as submitted. Director Bassett stated that she recalled abstaining from one of the credentialing approvals last month and would like to see the credentialing approval requests from the last meeting. The Acting Board Assistant was requested to provide this information to Director Bassett for her review.	

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<p>CONSENT ITEMS Including Approval of Physician Recruitment Policy Update and per Governance Committee 5/10/05 - Approval PPH Corporate Compliance and Integrity Program Policy</p> <p>Removal of Agenda Item</p>	<p>Chairman Rivera stated that one item would be removed from the agenda. The item to be removed is under section IX. Committee Reports, Finance Committee, A.1. – Approval: Resolution 06.13.05 (01) – 10: Sale of Poway Business Park Property (<i>Lot 38, City of Poway Tract No. 87-13, Unit 1 Property known as "Blaisdell Property"</i>)</p>	<p>MOTION: by Scofield , 2nd by Bassett and carried to approve the Consent Items as submitted and approve the removal of Resolution 06.13.05 (01) – 10: Sale of Poway Business Park Property (<i>Lot 38, City of Poway Tract No. 87-13, Unit 1 Property known as "Blaisdell Property"</i>) from the agenda. All in favor. None opposed.</p>	
<p>PRESENTATION</p>			
<ul style="list-style-type: none"> ▪ "Go Red For Women" <ul style="list-style-type: none"> ○ Robert Stein, M.D. ○ Barbara Buesch, R.N. ○ Gustavo Friederichsen ○ Janet Gennoe ○ AHA Staff 	<p>Janet Gennoe reported that PPH has an exclusive local sponsorship with American Heart Association San Diego "Go Red For Women". PPH and AHA are working together to increase awareness of heart disease among women and empower women to take action to reduce their risk. Dr. Robert Stein and Barbara Buesch were introduced as the two people who introduced PPH to the opportunity to partner with AHA and "Go Red for Women". Dr. Stein made introductions of Bob Kranz, Chief of Poway Fire Department. He is Chairman of San Diego Chapter of AHA. Eric Thompson was introduced as Communications Director. Mr. Sylvester was introduced as Corporate Program Chairman. Terry Skinner was introduced as Executive Director of the San Diego Division of AHA. She thanked PPH for their commitment to fighting heart disease and strokes and empowering women to take care of their hearts. Dr. Stein stated that cardiovascular disease is the leading cause of</p>	<p>Chairman Rivera thanked everyone for their support of this program. Dr. Stein and Barbara Buesch were thanked for taking the initial steps to get the program underway. He also expressed thanks for the marketing efforts to promote "Go Red For Women".</p>	

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	<p>death for women and that they are often under treated for this disease even after diagnosis. Barbara Buesch, R.N. was introduced by Dr. Stein to further explain the "Go Red" campaign. Consumer and patient education, initiatives to educate legislators and medical community about the care of women are important components of the campaign. The campaign culminates in the "Go Red for Women" lunch in San Diego on February 3, 2006. Gustavo Friederichsen reported that market share for cardiac services at PPH is 42%. Marketing initiatives are underway to make inroads into market share. Janet Gennoe reported on community events that PPH is involved in to raise public awareness about heart disease.</p>		
<ul style="list-style-type: none"> ▪ Aetna Foundation Grant to Study Cultural Needs at Birth and Death 	<p>Chairman Rivera reported that Judy Davidson was unable to be present and that Lorie Shoemaker would report on this item during her verbal report.</p>	<p>Deferred to Lorie Shoemaker's report.</p>	
<ul style="list-style-type: none"> ▪ 3rd Quarter (Jan – Mar, 2005) Compliance Report 	<p>Jim Neal, Corporate Integrity, provided the 3rd Qtr, (Jan – Mar. 2005) Compliance Update.</p> <p>Corporate Integrity had an important role during the JCAHO survey working with patient care function teams and leadership teams assisting in any way it could during the survey process.</p> <p>Program Effectiveness Review - It was explained that the development and operation of a compliance program is an ongoing process and a "snapshot" in time and an evaluation of the program as it existed at the time the review was completed. The review is based on both GAO and OIG elements identified as hallmarks of an effective program, as well as requirements set forth in the Federal Sentencing Guidelines. The balanced scorecard approach is used to rate the</p>	<p>Chairman Rivera thanked Mr. Neal for his report.</p>	

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	effectiveness of each element of program. All seven components of Program Effectiveness were reviewed. Mr. Neal feels that components meet or exceed requirements. There are no legal compliance issues pending. There are no compliance investigations underway. There are no focused reviews ongoing at this time. There were no self disclosures. Audits underway are physician contracts and cardiac care. <i>(Report attached)</i> .		
REPORTS			
Palomar Medical Center			
<ul style="list-style-type: none"> ▪ Credentialing 	James S. Ootshi, MD., Chief of PMC Medical Staff, presented PMC's requests for approval of May, 2005 Credentialing Recommendations.	<p>MOTION: by Bassett, 2nd by Scofield and carried to approve the May, 2005 PMC Medical Staff Executive Committee credentialing recommendations for the PMC Medical Staff as presented. All in favor. None Opposed.</p> <p>Director Greer declined. Director Larson abstained to avoid potential conflict of interest.</p>	
<ul style="list-style-type: none"> ▪ PPH Performance Improvement Plan 	James S. Ootshi, MD., Chief of PMC Medical Staff, presented the updated PPH Performance Improvement Plan for approval. The plan was modified to include the Chairman of the Patient Safety Committee as a member of the Board Quality Review Committee as well as the Medical Staff Quality Management Committees.	<p>MOTION: by Scofield, 2nd by Kleiter. All in favor. None Opposed. Motion passed.</p> <p>Director Greer declined.</p>	
Escondido Surgery Center			
<ul style="list-style-type: none"> ▪ Credentialing 	L. Richard Greenstein, MD., Medical Director of the Escondido Surgery Center, presented requests for approval of May, 2005 Credentialing Recommendations. Dr. Greenstein noted that Dr. Theodore Obenchain, long time PPH physician has resigned because of retirement. Dr. Greenstein also noted that his own reappointment privilege application was reviewed by another	<p>MOTION: by Scofield, 2nd by Bassett and carried to approve the May, 2005 PMC Medical Staff Executive Committee credentialing recommendations for the Escondido Surgery Center.</p> <p>Director Larson abstained to avoid potential conflict of interest. Director</p>	

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	physician.	Greer declined.	
Pomerado Hospital			
<ul style="list-style-type: none"> ▪ 	Paul E. Tornambe, MD., Chief of Pomerado Medical Staff, presented Pomerado Hospital's requests for approval of May, 2005 Credentialing Recommendations.	<p>MOTION: by Scofield, 2nd by Kleiter and carried to approve the May, 2005 Pomerado Medical Staff Executive Committee credentialing recommendations for the Pomerado Medical Staff.</p> <p>Director Larson abstained to avoid potential conflict of interest. Director Greer declined.</p>	
Approval – Revisions to Pomerado Hospital Medical Staff Bylaws, Rules and Regulations	Paul E. Tornambe, MD., Chief of Pomerado Medical Staff, presented a request for approval of the revisions to Pomerado Hospital Medical Staff Bylaws, Rules and Regulations.	MOTION: by Kleiter, 2nd by Bassett. Motion passed. Director Greer declined.	
Administrative			
Chairperson - Palomar Pomerado Health Foundation	G. Douglas Moir, MD, Chairman		
	<p>G. Douglas Moir, M.D., Chairman, presented a verbal report on the Foundation to the PPH Board. He reminded everyone of the Swing Fore Your Health Golf Invitational June 22 in Pauma Valley. So far over \$200,000 in sponsorships have been received. A \$5000 donation from Kaiser Permanente has been received.</p> <p>The internal audit is complete. A summary of the audit report was sent to the Executive Committee. Staff is working to implement the last few recommendations.</p> <p>PPHF attended a check presentation at Mission Hills High School recently for the GO MED Program. A \$20,000 check was presented to the school from the health system. An additional \$2,300 was donated by the San Marcos Rotary.</p>		

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	<p>The Board was invited to the annual meeting of PPHF on June 23. A Hospital of the Future presentation will be made at the meeting.</p> <p>The process of recruiting an Executive Director for the Foundation is underway.</p> <p>Foundation offices will move to their new location July 5.</p> <p>PPHF recently received a request from PPH Home Health to fund the purchase of six telehealth monitors. Cost of the monitors was \$30,000. The Foundation agreed to provide funding for this equipment. Further, ten monitors were able to be acquired instead of six.</p> <p>Pauline Getz, incoming chair of the PPHF Executive Committee was introduced by Dr. Moir.</p>		
<p>Chairman of the Board - Palomar Pomerado Health</p>	<p>Marcelo R. Rivera, MD, Chairman</p>		
<p>Thank You to Dr. Moir</p> <p>Funding of HH monitors</p> <p>Public Speakers</p>	<p>Chairman Rivera thanked Dr. Moir for everything he has done in his practice and in the community and all those he has helped through the Foundation. Pauline Getz was also welcomed by Chairman Rivera.</p> <p>Chairman Rivera acknowledged Director Bassett's role in acquiring the telehealth monitors and noted it as an example of teamwork in order to help patients get the care they need.</p> <p>Mr. Bob Johnson and Mr. Danny Thomas were thanked by Chairman Rivera for their comments to the Board. He expressed his desire that the WWII monument be resurrected with appropriate input from staff</p>		

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	<p>and will leave to Mr. Covert, Mr. Bracht and Mr. Thomas to discuss.</p> <p>Chairman Rivera commented that Mr. Johnson put a human face on an abstract issue that some talk about in political terms.</p> <p>Last month the Board acted on a credentialing recommendation in regard to Patrick O'Meara, M.D. and directed the Medical Staff to take action. Chairman Rivera read a memo from Dr. Otoshi, Palomar Medical Center Chief of Staff which stated that Kent E. Neff, M.D., retained by the PMC Medical Staff Executive Committee as a consultant, has issued an oral report to the Executive Committee and advised the Executive Committee that his final written report will not be completed until after June 13, 2005. The Executive Committee recommends that the issue of reappointment be postponed until the Board's July meeting.</p>	<p>The Board will abide by the recommendation of the Medical Staff Executive Committee and will reevaluate the issue of reappointment at the next Board of Directors meeting.</p>	
President and CEO	Michael H. Covert, CEO		
Values in Action	<p>Michael Covert reported that the Values in Action recipient for May, 2005 is Ms. Stacie Corbaley of the Palomar Pomerado Health Foundation. Ms. Corbaley was praised by her colleagues as "functioning at the highest level of integrity" "is of great moral strength as well as high values" "does an exceptional job working collaboratively and keeps everything running smoothly".</p>		

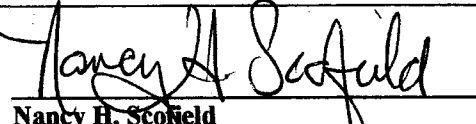
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<p>Recognition of John Massone, M.D., Interim Chief Quality and Clinical Officer</p> <p>Customer Service Awards</p> <p>Employee Engagement Survey Update</p>	<p>Dr. John Massone was recognized for stepping in to serve as the Interim Chief Quality and Clinical Officer. Michael Covert expressed his appreciation for Dr. Massone's leadership.</p> <p>PMC IMC received the "highest goal" award for the last quarter. They chose Case Management as their support department.</p> <p>Winner of the "best overall" award was once again the Wound Care Center.</p> <p>PMC Med/Surg received the most increased scores of the last quarter.</p> <p>2700 employees have participated in the employee engagement survey. We are at 90% participation. Results of the survey should be available by the end of July.</p>		
<p>JCAHO</p> <p>Possible Relationship with UCSD</p>	<p>Dr. O'Leary of JCAHO would like PPH to be one of thirty participants to be considered for constant accreditation. We would not have to go back for another accreditation survey during the next several years if we would continue to work with the JCAHO and their tracer methodology. More information to follow. JCAHO may visit with us in July.</p> <p>As a result of conversations with the leadership at UCSD, PPH will investigate a possible relationship with UCSD in regard to residencies, fellowships or other areas of interest. If there is interest on the part of our PPH physicians this possibility will be pursued. Doctor to Doctor conversations will</p>		

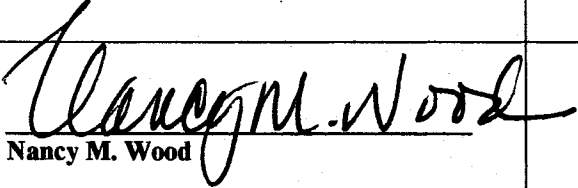
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Hospital of the Future	<p>take place soon. More to follow.</p> <p>The Hospital of the Future Conference takes place July 9 with a focus on technology.</p>		
<p>Gerald Bracht, Chief Operating Officer, Palomar Medical Center</p> <p>Physician Loyalty</p> <p>Patient Loyalty Scores</p> <p>LifeSharing Award</p> <p>Imaging/Cardiology Service Line Administrator</p> <p>Blood Drive</p> <p>Capacity Planning</p>	<p>Physician loyalty survey begins this week. At least 200 members of the medical staff will be interviewed via phone. Survey results by the end of July</p> <p>In addition to those mentioned already, Best Overall score went to the Acute Rehab Unit.</p> <p>Cindy Reid, R.N., represented PPH at the Collaborative Conference in Pittsburgh, PA. The program raises awareness for organ donations of terminal patients in order to save lives of others. PMC reached at 75% conversion rate and is one of five hospitals in the county and 190 hospitals around the country so recognized.</p> <p>Interviews have been completed for the Imaging/Cardiology Service Line Administrator. An announcement will be coming soon.</p> <p>Through the efforts of Kathy Lunardi, PMC contributed 36 units of blood in its recent drive. This is significantly more than in past drives. Kathy was commended for her efforts.</p> <p>Behavioral Health Unit separation into two units is underway. Expected completion is August 1. The separated unit will be an 11 bed unit for general med surg patients. Hospitalist</p>		

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Refurbishment/Renovation	<p>trailers have been replaced. Additional space has been created for emergency department offices. A four bed unit on Adams 3 has been opened to provide recovery space for Cath Lab and Interventional Radiology.</p> <p>Refurbishment is taking place on Tower &, 2nd floor hallway, cafe conference room, dining room and 2nd floor hall. Remodeling is underway in the Imaging Department.</p>		
<p>Jim Flinn, Chief Operating Officer, Pomerado Hospital</p> <p>Acknowledgement of Lorie Shoemaker</p> <p>Patient Loyalty Scores</p> <p>Facility Development</p> <p>ACOG Voluntary Survey</p> <p>OB/GYN Physicians</p>	<p>Lorie Shoemaker presented on a national basis the efforts of PPH in maintaining nurse ratios in California. The presentation was very well done and very well received on a national basis.</p> <p>Two additional areas of note are "highest score to goal" went to the Birth Center. "Most improved" went to Outpatient Lab.</p> <p>Officials with the City of Poway were acknowledged for their cooperation and facilitation of the outpatient services pavilion and the building of the parking deck. Temporary use of city owned land for parking will save labor and costs of shuttling employees offsite to park. Physician parking will be located to the back of the hospital.</p> <p>The ACOG survey was conducted June 3-6. Thanks were extended to Ginny Morrison, Medical Staff leadership, Diane Key, Terri Scherl for making it a successful survey, verifying the quality of the Birth Center.</p> <p>Dr. Beaumont and Dr. Salsetti will be working outside the Center for Health Care System as of July 14. Other community</p>	<p>Chairman Rivera acknowledged Jim Flinn as being recognized recently by the RB Chamber of Commerce as the Health Care Executive of Distinction.</p>	

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Events Sponsored by PPH	<p>providers have been working to ensure that CHC members will continue to have their birth experiences at Pomerado Hospital.</p> <p>A Joslyn Center of RB event, 1-3k walk benefiting the Center and senior living experience. RB Alive was a great success this year. Thanks extended to Gustavo and staff as well as the Pomerado Auxiliary.</p>		
<p>Sheila Brown, R.N., Chief Clinical Outreach Officer</p> <p>Subacute Unit</p> <p>Home Health Telehealth Monitors</p> <p>Wound Care HBO Project</p> <p>CARF Survey</p> <p>Patient Letter of Appreciation</p>	<p>The Subacute Unit is steadily increasing its census. During the last weeks of May and June there were no empty beds. Capacity of the unit is 20 beds. This unit continues to provide a valuable service to both the PPH care continuum and the community. Dr. Otoshi and staff were thanked for a job well done.</p> <p>The telehealth monitors will be used to improve patient outcomes and reduce readmission into the acute care environment.</p> <p>The hyperbaric chamber opened in the month of May and is currently treating eight patients per day. Current projections are to exceed budget projections of 950 procedures per year.</p> <p>The Acute Rehab Unit was surveyed for the Commission on Accreditation of Rehabilitation Facilities (CARF) on April 21 and 22. Sheila Brown announced that PPH has achieved a three-year accreditation. Congratulations were extended to Ann Koeneke, Nancy Ravelo, Dr. Esmacili and staff.</p> <p>Sheila shared a letter of appreciation recently received from a patient from Rancho Bernardo.</p>		

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<p>Lorie Shoemaker, R.N., Chief Nurse Executive</p> <p>Girl Scout Badge</p> <p>Key Ideas Program</p> <p>CASBIRT (California Screening Brief Intervention, Referral and Treatment)</p> <p>Culturally Competent Care</p>	<p>Under the leadership of Ellen McKissick, PPH has been successful in developing a Girl Scout Badge for nursing. PPH recently hosted a "be a nurse" day on May 14 with over 30 girl scouts participating in the event.</p> <p>Key Ideas Committee has received over 390 ideas since late February. 130 of those are pending and under consideration for implementation and rewards. Six ideas have already received awards of \$150.</p> <p>The PMC Emergency Department has had a grant funded program in place for the past 10 years where in bilingual health educators provide screening and brief interventions for at-risk drug and alcohol users who present to the Emergency Department. This program has recently has been expanded to include trauma patients and will be expanded to Pomerado Emergency Department this month. On June 1 White House officials visited to learn more about the program and how to implement it in other organization across the country. Drs. Rivas, Pao, Velky, Kim Colonnelli, Pam Hoppie and Beverly Neal were thanked for their involvement in this program.</p> <p>PPH recently received a \$25,000 grant from the Aetna Foundation to conduct research that should ultimately lead to a reduction in racial disparities in the provision of health care. Board members were invited to attend the seminar on June 21 at Redwood Terrace. Judy Davidson, Debra Casey, Merri-Lynn Boyer, Steven Chavez-Matzel, Chaplain David Walden were thanked for there efforts in</p>		

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	putting this program together.		
INFORMATION ITEMS	<i>Discussion by exception only</i>		
▪ Human Resources			
▪ Community Relations			
▪ Governance			
▪ Strategic Planning			
▪ Finance			
COMMITTEE REPORTS			
Finance	Ted Kleiter, Chairperson		
▪ Independence Citizens' Oversight Committee	The Finance Committee held a special meeting on Wednesday, May 18 to review applications which were submitted for consideration of membership on the Citizens Oversight Committee. The Committee selected ten members. Those selected have been contacted. Statements for signature outlining duties and responsibilities have been signed. It is the recommendation of the Finance Committee that the Board approve the appointments. Lee Human, M.D., Jerry Kaufman, MPT, Edward Lehman, Bob Wells, William Corwin, Stephen Friar, John McIver Kathy Leech McKinney, Margaret Moir, Stephen Yerxa were those chosen to serve on the COC.	MOTION: by Kleiter, 2 nd by Scofield and carried All in favor. None opposed. Chairman Rivera thanked all the citizens who submitted applications to serve on the Citizens' Oversight Committee.	
BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MONTH	None stated.		
ADJOURNMENT	8:20 p.m.		
▪ Board Secretary	 Nancy H. Scofield		

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▪ Acting Board Assistant	 <u>Nancy M. Wood</u>		