

**Palomar Pomerado Health
BOARD OF DIRECTORS
REGULAR BOARD MEETING
July 14, 2003**

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP RESPONSIBLE PARTY
CALL TO ORDER	6:00 p.m.		
OPENING CEREMONY	The Pledge of Allegiance was recited in unison, followed by an inspirational reading on Hope given by Chaplain Walden, copy attached.		
ESTABLISHMENT OF A QUORUM	Bassett, Berger, Gigliotti, Kleiter, Rivera and Scofield by Vice Chair Gigliotti on behalf of Chair Larson, who was excused.		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	One request for public comment was received and honored.		
<ul style="list-style-type: none"> • Gil Millan 	Gil Milan, FANS worker at Palomar Medical Center, extended appreciation on behalf of employees in his department to PPH for their work in negotiating a Union Contract with the Caregivers and Healthcare Employees Union.		
APPROVAL OF MINUTES			
<ul style="list-style-type: none"> • June 2, 2003 		MOTION: by Kleiter, 2 nd by Scofield and unanimously carried to approve the June 2, 2003 regular minutes.	
CONSENT AGENDA		MOTION: by Scofield, 2 nd by Kleiter and unanimously carried to approve the Consent Agenda as presented.	
PRESENTATION			
<ul style="list-style-type: none"> ▪ Year End Review of Communications 	Tamara Hemmerly, Director of Marketing/Public Relations, presented a review of the Marketing and Public Relations Top Priorities for FY03. These include Image Building, Enhanced Communications, and Physician Relations. Tamara reviewed these areas in details, as shown on the attachment. The newly revised PPH Website has expanded search opportunities and links, updated sections on finding physicians and information on departments, and an improved health information content. This has resulted in a much higher volume of hits, 41 to the old PPH site on 6/4/03, and 25,722 hits on 6/23/03. Extensive efforts have been undertaken to improve physician relations including a brochure for recruitment, Making Rounds Newsletter, New Physician Orientation Packet, luncheons for Office Managers, and a segment on Morning House Call weekly on FOX 6 news. There has also been enhanced communication with employees. The WellSpring is published quarterly in local newspapers. Cinema advertising will be	The Board thanked Tamara for her presentation and work in helping promote PPH's image and awareness of physicians and services in the communities we serve. Director Berger suggested the Union Tribune be considered for WellSpring as this paper features a North County Section as this would cover a wider reader base. Director Kleiter noted that he receives comments and questions about PPH from the community shortly after WellSpring is published. This appears to be raising the awareness level in the community about PPH and the services provided.	

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	renewed at Carmel Mtn Ranch Pacific Theaters. Tamara is working on placing ads in the new movie theaters in Escondido.		
Year End Review of Health Source	<p>Judy Leitner, Director of Community Education for PPH, presented information on the services provided within this area. The Health Source provides Physician referrals and registration for wellness programs provided by PPH. The strategic goals of this department are to 1) promote Physician awareness and referrals, 2) build awareness of PPH, and 3) enhance the wellness of inland North County. Judy reviewed the key initiatives:</p> <ul style="list-style-type: none"> - Increase community education class participation and number of classes offered - Restructure the Perinatal Childbirth Classes - Sponsor from 1 to 3 conferences annually - Provide corporate outreach - Establish a Women's Health Connection - Promote PPH employee wellness <p>During the past year class attendance increased 7%. The number of activities and programs increased 58%. Three conferences were held with registrations from 70 up to 300.</p>	Director Gigliotti extended thanks from the Board with special appreciation for providing health screenings for employees.	
REPORTS			
Medical Staff			
Palomar Medical Center			
<ul style="list-style-type: none"> ▪ Credentialing 	Duane Buringrud, M.D., Chief of Staff, presented the Palomar Credentialing Recommendations.	<p>MOTION: by Scofield, 2nd by Kleiter and carried to approve the PMC Executive Committee credentialing recommendations for the PMC Medical Staff, as presented.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	
<ul style="list-style-type: none"> ▪ Revisions to the Department of Orthopedic Surgery/ Rehabilitation Rules and Regulations 	Duane Buringrud, M.D., Chief of Staff, presented the revisions.	<p>MOTION: by Kleiter, 2nd by Scofield and carried to approve the revisions, as presented.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	

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Escondido Surgery Center			
<ul style="list-style-type: none"> ▪ Credentialing 	<p>Duane Buringrud, M.D., Chief of Staff, PMC, presented the Escondido Surgery Center Credentialing Recommendations</p>	<p>MOTION: by Scofield, 2nd by Kleiter and carried to approve the Escondido Surgery Center Credentialing Recommendations, as presented.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	
Pomerado Hospital			
<ul style="list-style-type: none"> ▪ Credentialing 	<p>George Y. Kung, M.D., Chief of Staff, Pomerado, presented the Pomerado Hospital Credentialing Recommendations.</p>	<p>MOTION: by Bassett, 2nd by Kleiter and carried to approve the Pomerado Hospital Credentialing Recommendations, as presented.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	
<ul style="list-style-type: none"> ▪ Amendments to Medical Staff Bylaws/Rules and Regulations and Section of Surgery Rules and Regulations 	<p>George Y. Kung, Chief of Staff, Pomerado, presented the revisions to the Pomerado Medical Staff Rules and Regulations, Section 3.5, and to the Section of Surgery Rules and Regulations, Section XII.</p>	<p>MOTION: by Kleiter, 2nd by Bassett and carried to approve the revisions to the Pomerado Medical Staff Rules and Regulations and Section of Surgery Rules and Regulations, as presented.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	
Palomar Medical Center/Pomerado Hospital			
<ul style="list-style-type: none"> ▪ Investigational Review Committee Policies and Procedures 	<p>Duane Buringrud, M.D., Chief of Staff, PMC, presented the revisions to the Investigational Review Committee Policies and Procedures presented to comply with HIPPA requirements.</p>	<p>MOTION: by Kleiter, 2nd by Bassett and carried to approve the revisions to the Investigational Review Committee Policies and Procedures.</p> <p>Director Rivera abstained to avoid a potential conflict of interest.</p>	
Administrative			
<ul style="list-style-type: none"> ▪ Robert Hemker, Chief Financial Officer, reported for Michael Covert, President and CEO 	<p>Mr. Hemker introduced the recipient of the Values in Action Award for June 2003, Marilyn Lucia, who works in the Pomerado Laboratory. The lab team nominated Marilyn in recognition of her outstanding customer service skills and ongoing commitment to PPHS Core Values.</p>		

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	<p>Mr. Hemker reported employee training for the PPH Customer Service initiated has been completed with a participation rate of 99.97%. Training sessions started in early June. This was an outstanding achievement. Special appreciation was extended to those who helped develop and provide the program including Peggy Orr, Stephanie Heames, Nellie Casillas, and Kris Coxes. Employees will receive the incentive reward based on the near 100% participation rate. The programs will not be made available to the Medical Staff and Auxiliary.</p> <p>Mr. Hemker reported the Pomerado Hospital outpatient remodeling is completed. This has allowed the hospital to recapture 8 beds on the second floor that will facilitate more efficient and additional patient admissions. An open house will be held to celebrate this achievement. He extended appreciation to involved staff, citing Glenell Rutkoff, RN, Interim Director of Surgical Services at Pomerado.</p> <p>The PPH negotiations with both the California Nurses Association and the California Healthcare Employees Union have been completed. He thanked all who participated for their work and help in developing contracts that are win-win for all parties.</p> <p>The FY04 strategic goals have been finalized. Meetings across the system are being held to develop specific departmental goals that support and/or operationally the 9 strategic PPH goals. A leadership retreat will be held in mid August to review this process and synchronize these goals across all divisions.</p> <p>Mr. Hemker reported the DHS follow-up survey on June 11, 2003 at Escondido Surgery Center was successful as the Center was in full compliance with all regulations. He thanked Sheila Brown and Kathleen Smith and their staff for their help in obtaining this outcome.</p> <p>Mr. Hemker acknowledged Mary Coalson, a PPH Health Education Specialist, who was recently named Committee Member of the year for the Rancho Bernardo Chamber of Commerce for her outstanding contributions on the Health</p>	<p>Director Scofield acknowledged the excellent programs, citing the interactive participation required. She suggested the program be considered for sharing with others.</p>	

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	<p>Committee and the RB Alive Committee. Judy Leitner has been asked to serve again on the RB Chamber of Commerce Board on behalf of PPH. PPH is appreciative of her efforts and willingness to represent us.</p> <p>Dr. Theodore Obenchain, neurosurgeon, retired on June 18, 2003. Mr. Hemker acknowledged Dr. Obenchain's twenty-five years of service to the community and PPH and extended best wishes to him. On a similar note PPH is recruiting for additional neurosurgery coverage.</p>		
<p>Chairman of the Board</p> <ul style="list-style-type: none"> ▪ George Gigliotti, Vice Chair, reported for Alan W. Larson, M.D., Chair 	<p>Director Gigliotti extended appreciation for the successful year PPH experienced financially and work-wise for the fiscal year ended June 30, 2003. His hope is that with the new Union Contract we will continue to improve our services to inland North County.</p>	<p>Director Scofield suggested that Director Gigliotti's appreciation be published and extended to all employees for their work toward making FY03 a successful year for PPH.</p>	
<p>PMC and Pomerado Auxiliary</p>	<p>Gerald Bracht. presented the slate of officers for PMC and Pomerado Hospital Auxiliaries for the 2003/2004 terms.</p>		
<p>INFORMATION ITEMS</p>	<p>The reports were accepted for information with no additional comments/suggestions presented.</p>		
<ul style="list-style-type: none"> ▪ Quarterly Executive Overview/Dashboard Report 			
<ul style="list-style-type: none"> ▪ FY 2004 Benefits Update 			
<ul style="list-style-type: none"> ▪ Report on Cancer Resource Centers 			
<ul style="list-style-type: none"> ▪ Rancho Bernardo HCAC Report 			
<ul style="list-style-type: none"> ▪ Possible WellSpring Modifications 			
<ul style="list-style-type: none"> ▪ New Website Preview 			
<ul style="list-style-type: none"> ▪ Monthly Reports of Marketing/Public Relations; HealthSource and Community Outreach 			
<ul style="list-style-type: none"> ▪ Update on Facilities Planning 			
<ul style="list-style-type: none"> ▪ Physician Recruitment Update 			
<ul style="list-style-type: none"> ▪ FY '04 Goals and Timeline 			

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AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP RESPONSIBLE PARTY
▪ Printed Materials to include "Public Entity" Statement			
▪ Review Board of Director Liability			
▪ Board Self-evaluation Process/Establishment of Governance Dashboard			
▪ Code of Conduct/Rules of Order			
▪ Annual Calendar of Events			
▪ July 2003 Quality Review Meeting Date			
▪ August 2003 Quality Review Meeting Date			

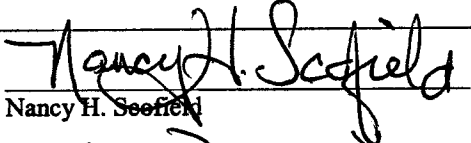

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COMMITTEE REPORTS			
<p>Ad hoc Committee for Nursing Future</p>	<p>Director Bassett reported there was good attendance at the meeting held in early July 2003. New questionnaires were circulated, one for academic and one for hospital facilities, to determine if resources could be coordinated. She extended congratulations to Director Berger for his work on the award winning video that will be used for recruiting in the Imperial Valley area high schools. A large variety of health care careers are presented for students to consider. Students will be able to check out videos from the school library that provide detail on those in which they have an interest. For example a video will feature nursing.</p> <p>Director Bassett reported our recruitment efforts are aimed at increasing hiring of minority groups. Tamara Hemmerly is developing a brochure to be used in recruiting bilingual staff for all hospitals in the north county area. The male viewpoint on nursing needs to be considered in these projects. Director Berger suggested the ad hoc Committee for Nursing Future consider appealing to single mothers who may be on welfare to make education available, both classroom and clinical, on evenings and weekends. Appeals can be made to schools to ask they consider these times for providing training. Director Bassett responded this is being looked at. Director Scofield asked about how to address the needs of women who may need more help in obtaining necessary training, how best to reach out to them. This should be brought to the committee as appropriate. Director Rivera noted the fine efforts of the Committee and these suggestions, as noted by Director Bassett's presence, be directed to the Committee for consideration. Additionally, he suggested that the Committee work with Cal State San Marcos first on these kinds of initiatives.</p>	<p>Director Berger suggested PPH consider developing a similar videotape for showing to high school students in inland North County.</p>	
<ul style="list-style-type: none"> ▪ Governance Committee 	<p>Director Bassett presented the PPH Board of Director Education Guidelines June 2003, which requires approval. A motion to approve was made by Director Scofield, 2nd by Director Bassett to accept. The floor was open to discussion. Director Rivera had hoped to identify meaningful conferences for consideration, e.g. Estes Park or the Governance Institute programs. He suggested the Board attend the same conference if possible and that the Board consider narrowing its scope of</p>	<p>MOTION: On call of the question, the motion by Director Scofield, 2nd by Director Bassett to accept the guidelines, carried.</p>	

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	<p>selection. Reportedly the proposed amount of \$5,000.00 annually per Board Member was based upon the amount that has been spent in the past. Marcia Jackson noted that was discussed in Committee and Michael Covert will be meeting with the Board of Directors to determine which conferences are most applicable. Director Basset noted the goal would be to select at least one conference annually and then adjust the number under Frequency, as appropriate. Director Kleiter said the Governance Institute Conferences provide us with a number of free registrations. The Annual Conference of Hospital Districts' was also suggested for consideration. He had concerns about three off-site conferences per year for Board attendance. There are currently four to five meetings per month in addition to the regular Board meeting and retreats attended by the Board members.</p> <p>In the past there have been questions about the appropriateness of conferences attended by Board members. Director Berger suggested the goal be to attend selected conferences by sending a small team of Board members to allow for a team approach to solving issues on return from a conference. Director Basset said the information presented was to establish guidelines only for dollars spent on educational programs for the Board and that all Board members could attend at least a few outside conferences.</p>		
<p>BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MONTH</p>	<p>The next regular Board of Directors meeting will be held August 11, 2003.</p>		
<p>ADJOURNMENT TO CLOSED SESSION</p>	<p>At 7:05 p.m. the open session adjourned to a closed session as follows:</p> <p>Pursuant to Government Code Section S4957.6: Review of the Collective Bargaining Agreement between PPH and the Caregivers and Healthcare Employees Union.</p>		
<p>OPEN SESSION RESUMES/FINAL ADJOURNMENT</p>	<p>The open session resumed at 7:20 p.m. with reportable action being taken as follows:</p>	<p>MOTION: by Rivera, 2nd by Scofield, and unanimously approved to accept the definition of the Bargaining Unit as amended.</p>	
		<p>MOTION: by Bassett, 2nd by Rivera, and unanimously carried to accept the Collective Bargaining Agreement between PPH and the</p>	

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		Caregivers and Healthcare Employees Union.	
SIGNATURES <ul style="list-style-type: none"> ▪ Board Secretary ▪ Acting Board Assistant 	 <u>Nancy H. Seefield</u>  <u>Gale Maniscalco</u>		