

Palomar Pomerado Health
BOARD OF DIRECTORS
JOINT BOARD RETREAT
held with Palomar Pomerado Health Foundation Board of Directors
Rancho Bernardo Inn, Catalina West Room
Saturday, September 27, 2003

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
CALL TO ORDER	8:15 a.m.		
ESTABLISHMENT OF QUORUM	Bassett, Berget, Larson, Rivera, Scofield		
ADDITIONAL ATTENDEES	<p>PPHF Board of Directors: Mary Evert, Chair; Bruce Krider, Wendell Smith, MD, Lori Holt Pfeiler, Kevin Harkenrider, Glenda Deems, Shirley Kunkel, Bob Crouch, Doug Moir, MD, Karen Black.</p> <p>PPHFoundation: Anamaria Repetti, Executive Officer John Ciullo, Director of Development Dan Otto, Director of Development Stacie Corbaley, Executive Assistant</p> <p>PPH: Michael Covert, CEO Bob Hemker, Chief Financial Officer Marcia Jackson, Strategic Planning Officer Mike Shanahan, Director Facilities & Planning Christine Meaney, Board Assistant</p> <p>Chiefs of Staff: George Kung, MD, Pomerado Duane Buringrud, MD, PMC</p> <p>Guests: Catherine Lew, The Lew Edwards Group Sarahjane Sacchetti, The Lew Edwards Group</p>		
NOTICE OF MEETING	Notice of Meeting was mailed consistent with legal requirements		
PUBLIC COMMENTS	None		

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<p>INTRODUCTION Michael Covert – Mutual Interdependence</p>	<p>Michael Covert asked everyone to introduce himself or herself, thanking all for attending, noting this was one of mutual interdependence between Palomar Pomerado Health Foundation and Palomar Pomerado Health. The mission, vision and core values of PPH were reviewed.</p> <p>It was noted that there are few choices for people in North County for their healthcare. If we want to be one of the five best healthcare districts in the country, the community has to want us here.</p> <p>The PPH Vision Statement says that we will have the highest patient satisfaction in California. However, following the Gallup results, we want engagement with the citizens of this community. We have held two evening Visioning/Planning sessions with our PPH Board, as well as involving our Leadership Council. Additionally, Michael Covert is going to meet with former Employees of the Month who will have involvement in the choice of Administrator at Pomerado Hospital.</p> <p>Following the two evening board Visioning/Planning sessions, Mr. Covert presented 11 Draft Vision Statements asking all to consider which of these statements best reflect what PPH should strive to be, what steps we should take to get there including financial support, and when we would want to be there.</p>		
<p>Mary Evert – Common Goals : Mission, Core Values, Vision</p>	<p>Mary Evert reviewed the draft vision statements, defining what she felt was a “vision”, ie., “dangerously creative”, but with a vision statement being something more tangible, ie., aspirational , energizing, dreamlike, dynamic, aesthetic, moral, etc.</p>		

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Table Groups -	<p>Ms Evert compared PPHF's capital campaign in the immediate future to a crusade and that we are all involved. She asked everyone to break into work groups at their tables. From the list of 11 Draft Vision Statements, Ms Evert asked that each person at their table groups rank in order of priority from 1-8 their choice of Vision Statement.</p> <p>Catherine Lew noted that we cannot be too specific and we should look at a more general and visionary goal, rather than "to be in the top 5". Vision should convey a feeling of comfort from the leader – compassion and technology.</p>		
PPH FY 04 Goals	<p>Mary Evert addressed the nine (9) PPH FY 04 Goals presented via PowerPoint as follows:</p> <ul style="list-style-type: none"> • Image Development Plan • Facilities Planning • Program Development • Quality • Customer Service • Information/Technology • Strategic Financial Planning • Access to Care • Organizational Development 		
PPHF FY 04 short-term Goals	<p>Mary Evert then addressed the two (2) PPHF FY 04 short-term Goals as follows:</p> <ul style="list-style-type: none"> • Raise \$10 million • To build volunteer structure 		

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Table Groups – long-term Goals	Following discussion at the tables, the work groups identified their top three (3) long-term goals by priority and, amongst Quality; Customer Service; Facilities Planning; Program Development; Access to Care; Image Development, Customer Service was in each work group's top three (3) goals.		
RETREAT BREAK (15 min)			
Financial Capabilities	Bob Hemker and Anamaria Repetti reported on the financial capabilities of PPH and PPHF in order to achieve their respective goals. Ms Repetti reviewed the Capital Campaign for PPHF. Both were thanked for their joint overviews.		
Consultant Viewpoint	Catherine Lew of The Lew Edwards Group presented her consultant's viewpoint on the climate, strategies, analysis and comments made. She also answered questions. Ms Lew was thanked for her informative presentation.		
Addressing the Community	<p>Mary Evert presented an overview of the concept of Community Conversations as being an educational tool for the public which we can take to a higher level in terms of involving leaders within our communities including San Marcos, Ramona, Valley Center etc., and their future support of our healthcare facilities in North County, possibly also aided by an additional page on our own PPH website. Community and Corporate sponsorship was essential to our future wellbeing and partnership plays an essential role in our overall goals toward healthcare excellence for our diverse communities.</p> <p>It was noted that seismic issues, government mandates and technology costs have added to overall costs of medical facilities. Following questions from the group, it was agreed to potentially meet again at the end of November or early December for a further</p>		

