

**Palomar Pomerado Health
BOARD OF DIRECTORS
REGULAR BOARD MEETING**
Palomar Medical Center, Graybill Auditorium, Escondido
Monday, October 9, 2006

AGENDA ITEM	DISCUSSION	CONCLUSIONS/ACTION	FOLLOW-UP/RESPONSIBLE PARTY
CALL TO ORDER	6:32 pm On behalf of Chairman Rivera, Vice Chairperson Bassett called the meeting to order with quorum comprising Directors Bassett, Greer, Kleiter, Krider, Larson, and Powers. Chairman Rivera absent with regrets.		
OPENING CEREMONY	The Pledge of Allegiance was recited in unison, followed by an inspirational reading by Chaplain Hard (<i>attached</i>).		
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 <ul style="list-style-type: none"> • September 11, 2006 Regular • June 27, 2006 Joint Bd/Fin Cttee • December 14, 2005 Special • December 6, 2005 Special 		MOTION: by Kleiter, 2 nd by Krider and carried to approve the September 11, 2006 Regular meeting; June 27, 2006 Joint Board/Finance Committee meeting; and December 14, 2005 and December 6, 2005 Special Board meetings minutes as submitted. All in favor. None opposed.	

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<p>APPROVAL OF AGENDA to accept the Consent Items as listed including: Physician Recruitment Agreement: Allen K. Chan, M.D., Vascular Surgery</p>		<p>MOTION: by Larson, 2nd by Kleiter and carried to approve the Consent Items as submitted. All in favor. None opposed.</p>	
<p>PRESENTATION</p>			
<ul style="list-style-type: none"> ▪ American Heart Association of San Diego County Presentation with Business Heart Partner Award 2005-2006 for PPH Support for "Go Red for Women" 	<p>Dr. Robert Stein, current President of the San Diego Chapter of the American Heart Association, and Ms Melissa Willamus, Director of the American Heart Association of San Diego County referred to the year-long "Go Red for Women" campaign regarding the detection/prevention of cardiovascular disease in women.</p> <p>The AHA's Appreciation Award was then presented to Vice Chairperson Nancy Bassett on behalf of the Board for PPH's Outstanding Achievement in Support of the American Heart Association's efforts in Cardiovascular Science, Education and Community Programs 2005-2006.</p>	<p>Vice Chairperson Bassett thanked Dr. Stein and Ms Willamus for all the hard work that had been put into this important campaign and particularly wished to recognize Dr. Stein.</p>	
<ul style="list-style-type: none"> ▪ Community Outreach: Escondido Health Care Advisory Council Update 	<p>Ms Tina Pope, Director Community Development, introduced Ms Adriana Adres-Paulson, SD Cty Office of Education, Migrant Education, Chair; and Ms Mary Anne Dijak, Hope through Housing, Vice-Chair, Escondido HCAC.</p> <p>Ms Adres-Paulson and Ms Dijack then presented their update via powerpoint (<i>attached to original</i>), including Priority Areas (Obesity Prevention and Access to Health Care). As a result a Nutrition and Gardening Curriculum was underway with many partners such as PPH, UC Cooperative Extension, Migrant Education, OASIS, Elementary Schools, and Escondido YMCA etc.</p> <p>HCAC Goal was to increase enrollment in free/low-cost health insurance for children and to encourage families to seek such insurance.</p>	<p>Vice Chairperson Bassett thanked Ms Pope, Adres-Paulson and Dijack for presenting this informative update on Escondido HCAC, noting this promotion of access to care should be shared at the Chairmen's Council.</p>	<p>Sharing of this information at the HCAC Chairmen's Council</p>

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	<p>Many Partners/Activities programs were included in the Passport to Health such as Oak Hill Elementary's Back to School Night including PPH Physicians' Soccer; PPH HealthSource; Neighborhood Healthcare Dental Screens/health insurance; OASIS; City of Escondido Recreation Department, and Escondido COMPACT.</p> <p>It was found that 39% of children screened resulted in higher than 120/80 blood pressure; and that 31% were overweight. Escondido Civic Faire and The Healthy Kids Project were also involved in assisting families with uninsured children and their health, noting that PPH HCAC is a valuable venue for promoting collaborative health projects with the Escondido community.</p> <p>Director Greer inquired if there was a problem as only 24 had signed up for health insurance appointments. It was explained that 70 took the information but only 24 signed up because it was also a family educational process regarding long-term value of insurance for their children versus pressing financial family needs for poor people. It could also be difficult to navigate the system including language barriers.</p>		
REPORTS			
Medical Staff			
Palomar Medical Center			
<ul style="list-style-type: none"> ▪ Credentialing 	<p>Dr. Lilley, on behalf of Robert D. Trifunovic, MD., Chief of PMC Medical Staff, presented PMC's requests for approval of Credentialing Recommendations.</p>	<p>MOTION: by Kleiter, 2nd by Krider 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>	

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<ul style="list-style-type: none"> ▪ Credentialing – Patrick M. O’Meara, M.D. 	<p>Dr. Lilley, on behalf of Robert D. Trifunovic, MD., Chief of PMC Medical Staff, presented PMC’s request for approval of Credentialing Recommendations for Patrick M. O’Meara, M.D.</p>	<p>MOTION: by Kleiter, 2nd by Krider and carried to approve PMC Medical Staff Executive Committee credentialing for Patrick M. O’Meara, M.D., to the end of November, 2006 and not per the Executive Committee’s recommendation for reappointment of Dr. O’Meara through 04/30/2007. All in favor. None opposed.</p>	
Escondido Surgery Center			
<ul style="list-style-type: none"> ▪ Credentialing 	<p>Marvin W. Levenson, MD, Administrator/ Medical Director of the Escondido Surgery Center, presented requests for approval of Credentialing Recommendations.</p>	<p>MOTION: by Kleiter, 2nd by Krider and carried to approve the PMC Medical Staff Executive Committee credentialing recommendations for the Escondido Surgery Center, as presented. 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 	<p>Dr. Kanter, on behalf of Paul E. Tornambe, MD., Chief of Pomerado Medical Staff, who was on the current credentialing list, presented Pomerado Hospital’s requests for approval of Credentialing Recommendations.</p>	<p>MOTION: by Kleiter, 2nd by Krider and carried to approve the Pomerado Hospital Medical Staff Executive Committee credentialing recommendations for the Pomerado Medical Staff, as presented. All in favor. None opposed.</p> <p>Directors Greer and Larson abstained to avoid potential conflict of interest.</p>	
Administrative			
Chairperson - Palomar Pomerado Health Foundation	Mr. Al Stehly		
	Mr Stehly reported that a comprehensive fund-raising campaign was planned for June 2007. The DaVinci and Cyberknife Radio-Surgery projects were also involved. The year-end		

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	<p>appeal had been sent to approximately 34,000 people targeting provision of cardiac facilities.</p> <p>He stated that the "Fine Arts of Women's Health" held Sunday had been a great success, in addition to building a nucleus of fund-raising by women for the Women's Health Center as well as bringing new people into the organization.</p> <p>Trends of Giving statistics were noted as being funds received from Foundations 12%; from Corporations 7%; from Companies 5%; with from Individuals 76%.</p> <p>Director Larson inquired as to whether the Foundation may be looking toward a Gala Fundraising Event. Mr. Stehly responded that last year all events were on hold but following recruitment of new staff and reorganization, he said there would be such an event and that all would be invited. Mr. Dana Dawson, Chief Fund-Raising Officer, concurred.</p>		
<p>Chairman of the Board - Palomar Pomerado Health</p>	<p>Nancy L. Bassett, RN, MBA, Vice Chairperson, for Marcelo R. Rivera, MD</p>		
	<p>Vice Chairperson Bassett, who had attended the Annual Meeting of ACHD, congratulated Director and Treasurer T. E. Kleiter upon his election as the new Chairman of ACHD. This was a great honor for PPH, as well as for Director Kleiter and the work it entailed.</p> <p>Director Kleiter then thanked Vice Chairperson Bassett, reporting on the ACHD Annual Meeting which this year had been held at the Sheraton Hotel, San Diego across from the airport. It received the best attendance ever, noting that the previous six years it had been held at Lake Tahoe. The conference included a President's Reception, golf tournament, exhibit floor and educational sessions particularly regarding Ethics training which had already been provided to PPH</p>		

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	<p>Board of Directors. Legislative review included those issues being addressed in the coming year. Regarding hiring of physicians, a pilot project had expired and an attempt was being made to extend this, but relevant legislation was difficult, noting that the California Medical Association was against it.</p> <p>It was hoped that this legislation, as well as that of "Impact fees", whereby districts could levy an "Impact fee" on new construction but in order to collect fees, the district would have to go through the County and this in turn would cut into their ability to collect those fees. This issue was being addressed and be joined by CHA in promoting legislation that would affect all hospitals.</p> <p>Also, informative lectures were given including one sponsored annually by BETA Healthcare Group. They heard from James Bagian, M.D., PE., physician and engineer, and Director of Veterans Affairs at the National Center for Patient Safety.</p> <p>Dr. Bagian's background was that of astronaut for fifteen years, including two space shuttles, as well as supervising recovery of a space shuttle beneath the ocean, and improving shuttle escape systems. Dr. Bagian was a highly informative speaker. Mr. Covert, who had also attended the Annual ACHD Meeting, noted that we should try to have Dr. Bagian attend a future Board Educational session.</p> <p>Mr. Covert congratulated Director Kleiter upon his election to the ACHD Board Chairmanship for a two-year term, this being one of the first occasions that a PPH Board Member had chaired an outside organization.</p>		<p>Mr. Covert noted this as a possible future Board educational session, and agreed to forward to the Board a copy of Dr. Bagian's talk.</p>

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	<p>Vice Chairperson Bassett commented that membership of ACHD included small and large organizations which allowed many opportunities for learning, and that next year she hoped to be part of the Finance Committee. She thanked Director Kleiter for his commitment to ACHD.</p>		
<p>President and CEO</p>	<p>Michael H. Covert</p>		
<ul style="list-style-type: none"> • Overview of Trauma Catchment Areas/Bypass Time 	<p>Resulting from questions that had arisen due to two patients who did not come to PPH's trauma facility recently, Kim Colonnelli, RN and Peggy Sale, RN, presented an overview via powerpoint (<i>attached to original</i>) regarding Trauma Catchment Areas for PPH, Scripps, Sharp, Mercy, and UCSD and the particular boundary lines based upon where the trauma had occurred was within the Sharp boundary area.</p> <p>The second trauma incident happened at the Emerald off-ramp off I-78 within our catchment area and involved multiple patients. Upon arrival of the first ambulance, the trauma was designated an "MXD" - mass-casualty. Based upon that designation and the geographically closest base station, one patient went to Scripps La Jolla and the remainder to Tri-City. We were not on by-pass at the time, but because an "MXD" decision had been called on the ground by the first ambulance, that designation led to the distribution of patients in the above manner.</p> <p>Director Larson inquired if there was any thought given to moving the trauma boundary lines, particularly in light of population growth, suggesting we review current and projected populations. Further discussion ensued.</p>		

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	<p>Director Kleiter noted that patient care is the primary key to the overall Trauma Plan and that the San Diego Trauma Plan is probably one of the best trauma plans available.</p> <p>Michael Covert stated that no one group should bear a larger burden, but that we should review the new populations in those areas.</p>		<p>Review current and projected populations within current trauma boundaries.</p>
<ul style="list-style-type: none"> • New Employee Orientation Program 	<p>Mr. Covert corrected this agenda item to read, "Orientation" (not "Recognition) program. He thanked Steve Inscoc and others for their hard work and timeliness in providing an online learning approach at our new I/T Center enabling greater opportunity for employees to learn at their own pace during Orientation. Vice Chairperson Bassett recommended accessing online, noting that this had been demonstrated during a recent HR Committee.</p>		
<ul style="list-style-type: none"> • HealthwoRx Program 	<p>The CEO relayed that HealthwoRx comprised a series of sessions involving staff to determine what, in an ideal world, would allow patients to flow more easily through the system – from the physician's office onwards – in a more informed manner, ensuring that patient and physician have the right access to information that could carry through to SNF services if necessary. Staff and not management were being asked for suggestions.</p>		
<ul style="list-style-type: none"> • 3rd Visit of Dr. Massaro, Executive Vice President, JCAHO 	<p>Mr. Covert stated that Dr. Massaro would shortly be returning to PPH for his third visit. Many hundreds of hospitals were interested in how we are dealing with our new approach. Kudos to Mary Oelman and Opal Reinbold for all of their efforts in this regard.</p>		
<ul style="list-style-type: none"> • CAPE – California Awards for Performance Excellence – the California Baldrige 	<p>Michael Covert informed that we would most likely receive a site visit from CAPE in early November. This was a process whereby we would be viewed as to how well we accomplished things. State-wide CAPE examiners from PPH included Tom Boyle, Director of Internal Audit and Daune</p>		

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	Buringrud, MD, Chief Medical Quality Officer.		
<ul style="list-style-type: none"> Chairman of the National Association of Internal Auditors 	Mr. Covert announced that Tom Boyle had been named Chairman of the National Association of Internal Auditors and offered congratulations on behalf of PPH.		
<ul style="list-style-type: none"> San Diego Magazine Award "Best Place to Work" 	<p>Mr. Wallie George, Chief Human Resource Officer, announced that PPH had received an award by San Diego Magazine of "Best Place to Work".</p> <p>In addition, the San Diego Chapter of Human Resource Professionals was aware of our achievements, and we anticipated receiving an award for PPH.</p>		
<ul style="list-style-type: none"> CLAS Regional Conference; and Visit to SeaWorld Sept 30 	<p>Mr. Covert relayed that a conference on "Managing Diversity in Healthcare" was attended by 186 attendees and was very successful.</p> <p>Also the Employee Visit to SeaWorld took place and many employees attended joined by several Board Members.</p>		
<ul style="list-style-type: none"> Other Events <i>Prop 86</i> <i>Breast Health Open House</i> <i>PPH Annual Service Awards Luncheon and Awards Dinner</i> 	<p>There was still strong support amongst polls for the approval of Prop 86 as it was believed this would make a difference regarding teens and others' smoking habits. The Board had come out in support of this Proposition, and as Chairman of HASD&IC, Mr. Covert strongly supported the measure, hoping it would pass.</p> <p>Breast Health Open House was scheduled for October 28 at the Women's Center, Gateway Medical Building.</p> <p>PPH Annual Service Awards Luncheon was scheduled for October 30, and the Awards Dinner November 8, both events being held at the California Center for the Arts, Escondido.</p>	<p>Vice Chairperson Bassett thanked Mr. Covert for his report.</p>	
INFORMATION ITEMS	<i>Discussion by exception only</i>		

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▪ Community Relations			
▪ Facilities & Grounds			
▪ Human Resources			
▪ Joint Board/Strategic Planning			
▪ Finance			
COMMITTEE REPORTS	<i>None</i>		
BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MONTH	<p>Director Greer pointed out that the 3rd Annual Physician Gala October 21 was the same time as the San Diego County Medical Society when about seventeen physicians from PMC would be receiving awards, with five from the ED alone. This was an impressive list of physicians chosen by physicians.</p> <p>Director Larson was gratified to acknowledge the many awards that PPH was receiving, and offered his congratulations to all concerned. Kudos also to Director Kleiter who had served some four years on the ACHD Board of Directors and had now been elected Chairman for the next two years. Through his hard work on ACHD and his efforts with BETA and the Alpha Fund, Mr. Kleiter had earned the respect of the Board, with Director Larson noting how time-consuming such activities were.</p> <p>Vice Chairperson Bassett relayed that Director Kleiter had received many positive comments for all his work and again congratulated him upon his achievement.</p> <p>Director Powers added his congratulations, noting that the San Diego North Chamber of Commerce joined the Los Angeles and Long Beach areas in voting in favor of Prop 86, stating that Mr. Jim Flinn, a director of their board, had a great deal to do with this.</p> <p>The October 8 Street Fair in Carmel Mountain Ranch was a success and all supporters were</p>		

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	<p>thanked including Congressmen Brian Bilbray, Brian Meinsheim, George Plescia, and PPH for their sponsorship. It was hoped to do the same November 5 for the 4-S Ranch Fall Festival.</p> <p>Director Krider added his kudos. He also referred to trauma boundaries stating his concern that a patient was not necessarily going to be sent to the closest trauma center within a catchment area, regardless of population.</p> <p>Director Greer congratulated Dr. Kanter upon receiving a physician award for two consecutive years.</p>		
ADJOURNMENT	7:50 p.m.		
SIGNATURES <ul style="list-style-type: none"> ▪ Board Secretary ▪ Board Assistant 	<hr/> Linda C. Greer, R.N. <hr/> Christine D. Meaney		