

**Palomar Pomerado Health
COMMUNITY RELATIONS COMMITTEE MEETING
Innovation – Conference Room A
November 18, 2005**

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	11:30a.m.		
ESTABLISHMENT OF QUORUM	Nancy Scofield, Linda Greer and Alan Larson M.D. Also attending were, Lori Groepper, Tami Weigold, Tina Pope, Janet Gennoe, Andy Hoang, Janet Bath, Dr. Nick Yphantides and Bradley Wiscons.		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	There were no requests for public comments.		
MINUTES September 23, 2005	Minutes were approved.	MOTION: Motion made by Dr. Larson seconded by Linda Greer	

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FALL TELEVISION CAMPAIGN	<p>Tami Weigold showed the new TV spots as Janet Gennoe distributed informational handouts on the spots. Tami Also shared schedules of times and stations the spots would air throughout the remainder of the year. Tami explained that we send out the schedules via hot news to all employees each Friday with the following weeks schedule.</p> <p>Dr. Larson asked if we have a way of tracking interest calls. Janet replied that perhaps we may be able to pull some type of basic report together with an idea of what type of action the spots are giving us such as</p> <ol style="list-style-type: none"> 1. Increased hits to the our website 2. Increase in call volume to the 800 number <p>Janet reminded the committee that the ads were created to increase an awareness of our health system</p> <p>Dr Larson suggested that maybe in future spots we could tag the ending with an invitation for people to call for an excellent PPH physician.</p>		
NEW WEBSITE HOMEPAGE LOOK AND FEEL	<p>Tami Weigold distributed a handout that showed ides for a new home page. She shared ideas for the direction we will take to update pages so that they look good as well as contain current updated material. Janet Gennoe reported the message points that Gustavo Friederichsen put together to be presented in his absence.</p> <ol style="list-style-type: none"> 1. The current site was developed in 2003 through a partnership with Design Asylum and Medseek. Medseek is a nationally known healthcare web strategy and 		

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	<p>development company.</p> <ol style="list-style-type: none"> 2. Current Site does not meet expectations in terms of being easy to use, graphically appealing or up to date. 3. Current site resides on Medseek server- which means PPH does not control content updates or technology. 4. New strategy calls for complete re-design of site over next 24-36 months. 5. PPH will no longer have a relationship with Medseek. 6. PPH has purchased its own server that is currently being assembled. 7. Strategy includes enhanced personalization, improved graphics to include broadband and video. 8. Branding tie in with TV campaign 9. All content will be updated through a robust content management system that allows for timely updates. 10. There will be improved database management which will help in the customer relationship management-we will be able to develop a rapport with online customers, personalize their pages based on health care interest and needs. 11. Within 36 months, PPH will have online communities based on consumer interest, from cardiac to bariatric, women's health and so on. 12. PPH is currently receiving proposals from various companies including Medseek, Crowe Design and Avid Design. 13. A final decision on the eventual partner will be made by end of 2005. 		

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	<p>Director Scofield asked if there were plans to put maps up on the web site and Janet Gennoe responded that there would probably be a link to system maps. She said that we want to change and update often.</p> <p>Dr Larson shared that he is disappointed that the process takes so long. Tami Weigold explained that it is a huge process to go through the building of a site which needs a lot of information loaded. She explained that once we have the base, we'll be able to move more quickly.</p>		
<p>UNITY AWARDS OVERVIEW</p>	<p>Tina Pope gave an overview of the Unity Awards Event that took place on Friday, November 4th. She shared that the event, which is held every two years, was an elegant, nice, special event. The MC this year was Fred Blankenship. Tina reported that she received many nice comments such as it was great to see the good community officials attendance and the video was nicely done, and she was pleased to add that the event came in under budget. She thanked the group efforts of Community Outreach and Marketing for pulling together and working as such a strong team. She shared ideas that she may like to implement in future Unity Awards events such as changing the event from a lunch to a dinner affair, adding a hall of fame listing and expanding to past HCAC's. Community Relations Committee members shared their thoughts as well <i>i.e.</i></p> <ul style="list-style-type: none"> • Nancy Scofield would like to see what heroes did-give a little bio on what they did. • Linda Greer added that it is nice that the mayors are included as she felt that added a nice touch to the day. • Dr. Nick shared that he felt the video set the whole tone for the event. He felt it was very 		

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	<p>effective as well as tasteful.</p> <ul style="list-style-type: none"> • Dr Scofield added she felt it was the “best ever” Unity Awards event to date. <p>Dr Nick requested that the Community Needs Assessment be sent along with a cover letter to all city officials in our system. Tina Pope agreed and added that she and Janet Bath have been racking their brains to come up with a list of whom we should get them to.</p>		
<p>CANCER CONFERENCE OVERVIEW</p>	<p>Janet Gennoe reported on the PPH Cancer Conference titled “Collaborating Against Cancer” that the HealthSource sponsored on Thursday the 27th of October at the Carmel Mountain Ranch Country Club. She was happy to report that the overall scores taken from the evaluations were at 4.85 on a 5.0 scale. She shared that it was the first Cancer Conference PPH has held in this format. The conference included exhibits, health screenings and an “Ask-the-Oncologist session, a physician panel discussion and a physician question and answer session. Janet shared that although we didn’t start out getting the response we were hoping for as far as attendees, we ended up having to close the conference registration after adjusting our count to a lesser number. She thanked Andy Hoang for his great job of advertising by getting the media out. There was a gift of a cookbook for all of those who registered. She also shared that there was a skin cancer diagnosis and the lady would be willing to share her story.</p> <p>Dr Larson asked how we come up with the type of conferences we decide to have. He suggested that maybe the response would be better if we called it something different. He suggested a “Longevity”</p>		

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	<p>Conference. Dr Nick suggested having a Mens conference highlighting a male celebrity. Pam Smillie says women have more of a voice than they once did. Dr Larson asked if there are any other conferences scheduled in the coming months. Janet responded that while the date and location are tentatively set for the 2006 Women's Conference to take place in April.</p>		
COMMITTEE COMMENTS/QUESTIONS	<p>Janet opened discussion asking if there were any questions from the committee and Dr Nick mentioned that back to the Health Assessment, he suggested that we use the findings from the report to decide direction for future conferences. HE says that childhood obesity is the biggest problem health area in his mind. Dr Larson said that we need to keep in mind that community education is important and that we also need motivation creating inspiration and accountability.</p>		
MONTHLY MARKETING REPORT	<p>Janet Gennoe submitted the Marketing/Public Relations Department Overview for September and October 2005.</p>		
MONTHLY HEALTHSOURCE REPORT	<p>Janet Gennoe submitted the HealthSource Monthly Activity Report for September and October 2005.</p>		
MONTHLY COMMUNITY OUTREACH REPORT	<p>Tina Pope submitted the Community Outreach Monthly Report for and October 2005.</p>		

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SIGNATURES Committee Chair Committee Secretary	<hr/> Director Scofield <hr/> Lori Groepper		