

Palomar Pomerado Health
JOINT MEETING OF THE BOARD OF DIRECTORS &
STRATEGIC PLANNING COMMITTEE
POM – CONF. ROOM E
June 21, 2005

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	6:03 p.m.		
ESTABLISHMENT OF QUORUM	Dr. Larson, Michael Covert, Ted Kleiter (Alternate), Dr. Otoshi, Dr. Rivera, Director Scofield (Temp. Alternate), and Dr. Tornambe. Also attending were Robert Crouch, Jim Flinn, Lorie Harmon, Marcia Jackson, Dr. Kanter, Dr. Kolins, Dr. Kung, Mike Shanahan, and Dr. Trifunovic.		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	There were no requests for public comments.		
MINUTES May 17, 2005		MOTION: Motion made by Dr. Rivera, seconded by Dr. Larson, and carried for approval as presented.	

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	<p>don't have to participate as landlords.</p> <p>Marcia mentioned that this project will continue moving forward with standard program development processes, including User Group meetings, and will come to the Committee and the BOD at some point in late summer with more details on this project.</p> <p>Ted Kleiter wanted to know what the cost of the planning effort will be. Mike Shanahan envisioned that it will take approximately \$140,000 - \$200,00 to get to the point where PPH submits plans to the city. Michael Covert cautioned that we make sure that we have actual pro-forma budgets with proposed costs, and present to this Committee and to the Finance Committee as well, and then present to the Facilities and Auditing Committees, and to exercise every caution as if we were spending our own personal money.</p> <p>Dr. Tornambe suggested that the building should be named so that it is easily identifiable as a PPH facility.</p>		
EYE CENTER UPDATE	<p>At the May 17, 2005 Strategic Planning Committee meeting, Dr. Tornambe shared his vision for the development of an Eye Center. The Committee expressed interest in this opportunity and encouraged further research take place. The Committee heard a brief update of the status of this opportunity on June 21.</p> <p>Dr. Tornambe shared that he attended a PPH meeting last night (June 20) with several ophthalmologists, and they discussed two potential components of an eye center: 1) clinical trial research, including macular degeneration, and 2) Lasik surgery. Dr. Tornambe</p>		

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	<p>revealed that there are only three (3) open laser centers in San Diego County, where ophthalmologists can bring their patients in and use the centers' facilities to perform Lasik procedures. None of these centers are in North County. Dr. Tornambe stated that most of the eye doctors who attended the June 20 meeting were not heavily involved with Lasik surgery, and that they were mainly general ophthalmologists. Dr. Tornambe also estimated the costs involved in the purchase of and service contracts for equipment used in Lasik surgeries. The eye doctors at the June 20 meeting were somewhat skeptical as to whether their combined surgery volumes would be large enough to justify the expenses involved in Lasik procedures, and they were interested in some type of ownership/joint venture project. It was agreed that PPH will send out a confidential questionnaire to determine interest in a PPH Eye Center.</p> <p>Dr. Rivera asked what the estimated square footage of the proposed Eye Center would need, and Dr. Tornambe responded that he could not estimate the square footage until it was clearer as to how many doctors would participate. He emphasized that the Eye Center would definitely need to be larger than a standard operating room.</p>		
FY '06 PHYSICIAN RECRUITMENT PRIORITIES AND UPDATE	<p>The Physician Community Needs Assessment completed in early 2005 showed there are many specialties for which there is a calculated need for additional physicians. For fiscal year 2006, PPH has budgeted for five financially supported physician recruitments. Management has established specialty priorities for these recruitments, which were shared with the Committee.</p>		

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	<p>The summary of past recruitments included:</p> <ul style="list-style-type: none"> • 2 general surgeons • 1 nephrologist • 1 neurosurgeon • 1 ENT • 1 occupational medicine physician <p>The Medical Staff Development Plan was presented, which was performed by AmeriMed Consulting in March 2005, who conducted an external study to determine the need for physicians according to specialty (according to regulations, these studies must be performed by external consultants). Results of their plan were presented in March 2005. This multi-faceted study included:</p> <ul style="list-style-type: none"> • Community Profile, which consisted of a consumer survey, and a demographic analysis • Medical Staff Profile, which included the demographic characteristics of the medical staff, such as age; a physician survey, and physician interviews • Medical Market Profile of the overall medical market • Hospital Profile <p>The Current Needs were determined for 27 physician specialty fields at both PMC and POM, with Internal Medicine showing the highest combined need (PMC and POM) of 12. Obstetrics/Gynecology and Family Practice followed, with each having a combined total of 9. General surgery followed, with a combined need of 7.</p>		

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	<p>Marcia Jackson commented that PPH could probably justify a need for any of the listed specialties, but we would prefer to consult with PPH-affiliated physicians first to determine their actual needs.</p> <p>The FY '06 Recruitment Priorities that PPH has currently budgeted for include the following:</p> <p><u>POM</u></p> <ul style="list-style-type: none"> • Family Practice/Internal Medicine • OB/GYN • Neurology <p><u>PMC</u></p> <ul style="list-style-type: none"> • ENT • Family Practice/Internal Medicine • OB/GYN <p><u>Additional Specialties</u></p> <ul style="list-style-type: none"> • Oncology <p>The current recruiting activity includes:</p> <ul style="list-style-type: none"> • Rheumatologist for Poway • 2 OB/GYN's for Poway • Family Practice for Escondido • ENT for Escondido <p>Additional recruiting assistance involves:</p> <ul style="list-style-type: none"> • Providing CVs to current medical staff/groups that are recruiting • Providing potential relocating physicians with contact info of local groups and physicians • Providing marketing as appropriate 		

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COMMITTEE COMMENTS, SUGGESTIONS	<p>Dr. Larson announced that this would be Bob Crouch's last Strategic Planning Committee meeting, and expressed his gratitude for Mr. Crouch's service to this Committee.</p> <p>Dr. Larson requested that a meeting be set up between himself, Dr. Rivera, and Marcia Jackson, prior to the July 19 SPC meeting.</p>	<p>The Foundation will appoint a new representative to this Committee.</p> <p>L. Harmon to set up meeting to include Dr. Larson, Dr. Rivera, and Marcia Jackson, prior to July 19 SPC meeting.</p>	<p>PPH Foundation</p> <p>L. Harmon</p>
FINAL ADJOURNMENT	7:30 p.m.		
SIGNATURES			
Committee Chairperson	_____ Alan Larson, M.D.		
Recording Secretary	_____ Lorie Harmon		