

**Palomar Pomerado Health
Community Relations Committee**

March 11, 2009

NEW START TIME: 3 – 5 p.m. --Start Promptly

**456 Grand Avenue
Escondido, Ca 92025**

	<u>Time</u>	<u>Page</u>
1. Review Minutes—January 21, 2009	5	2
2. Marketing Department Balanced Scorecard Presentation Gustavo Friederichsen, Nina Kim, Janet Gennoe Klitzner, Ann Koeneke	30	9
3. Cardiovascular and New Mover’s Campaign Update Janet Gennoe Klitzner	20	10
4. Foundation Communications Nina Kim	10	11
5. Brand Intelligence Survey Progress Report Gustavo Friederichsen	20	12
6. Community Action Councils Nancy Roy, Kay Stuckhardt	15	13
7. Media Update Andy Hoang	10	14
8. Board Members Q&A	10	15

Monthly Reports Included: (January and February, 2009) (Pages 16– 47)

◆Marketing/Public Relations ◆HealthSource ◆Community Outreach ◆Media Relations

Please note: To abide by time schedule, individual questions or comments will be limited to 2 minutes per person.

Distribution:

Voting Members:

Jerry, Kaufman, Chairperson
Michael Covert, CEO
Linda Greer, R.N.
Bruce Krider
Alt: Nancy Bassett, R.N.

Gustavo Friederichsen
Tammy Chung
Janet Gennoe Klitzner
Nina Kim
Nancy Roy
Kay Stuckhardt
Ann Koeneke
Andy Hoang
Tami Weigold

“If you have a disability please notify us at 858.675.5376, 48 hours prior to the event so that we may provide reasonable accommodations.”

Approval of Minutes

TO: Community Relations Committee on March 11, 2009

FROM: Tammy Chung, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on January 21, 2009.

Gustavo Friederichsen, Chief Marketing & Communications Officer, has reviewed the minutes.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X

**Palomar Pomerado Health
COMMUNITY RELATIONS COMMITTEE MEETING
Corporate Offices – 456 Grand Avenue, Conference Room
January 21, 2009**

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	3:00 p.m. Meeting was called to order by Jerry Kaufman.		
ESTABLISHMENT OF QUORUM	Linda Greer, RN Also attending were Michael Covert, CEO, Gustavo Friederichsen, Andy Hoang, Tammy Chung, Cathy Blazek, Nina Kim, Mary Coalson, Trina Hinch, Tami Weigold, Kay Stuckhardt, Ann Koeneke, Brian Irby, CPM and Brian Lorenz, AStone-Lorenz Marketing		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	No Public Comments		
MINUTES FROM October 31, 2008	The minutes from the 10/31/2008 meeting were approved with the following edit: “Dr. Larson questioned in detail the new Foundation and PPH relationship with the Chargers and its branding initiative and had reservations about the expenses. He asked that this be reviewed before extending the contract in March 2009.” The minutes were approved by Jerry Kaufman with a second by Linda Greer.		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
<p>PPH Campus/Clinical Outreach/Marketing Update</p>	<p>Ann Koeneke provided an overview of the PPH Clinical Outreach Services which includes Behavioral Health, Corporate Health, Expresscare, Diabetes Health, Home Health/Supportive Services, Jean McLaughlin Women’s Center, Palomar Continuing Care Center/Villa Pomerado, Rehab Services – PT, OT, Speech, Cardiac Rehabilitation, Sleep Lab and EEG, Welcome Home Baby and the Wound Care Centers at both PMC and POM. Ann further described the key marketing tactics currently being used by Clinical Outreach Services. Like most PPH Departments, the Clinical Outreach Services Departments use the Balance Scorecard to measure their department’s outcomes.</p> <p>Gustavo described the PPH Balance Scorecard as the system-wide web based way of looking at outcome measurements such as quality, service, people and finance. The Marketing Department will present their Balance Scorecard at the next Community Relations Meeting.</p> <p>Tami Weigold introduced the Marketing staff and their PPH Campus marketing assignments: Tami Weigold, Marketing Manager—system-wide marketing, BabySource, PPHF and Transformation Team Janet Gennoe Klitzner, Director of Marketing and the HealthSource—system-wide marketing, PMC and The HealthSource/BabySource Nina Kim, Marketing Specialist—system-wide marketing, POM, PPHF Gala and web Trina Hinch, Project Manager—system-wide print and Momentum.</p> <p>Tami also highlighted two significant Marketing events which occurred in 2008—The Jean McLaughlin Women’s Center VIP Event as well as the Grand</p>		

	<p>Opening. Tami displayed marketing collateral used for these two events as well as other direct mail campaigns. Tami provided a brief overview of the HealthSource/BabySource, Healthy Women and Momentum publications.</p>		
CRM Update	<p>Brian Irby of CPM Marketing Group, Inc. provided a detailed power point presentation on Palomar Pomerado Health and Customer Relationship Management (CRM). (He also provided a hardcopy of the power point presentation.) Brian also highlighted the PPH/CPM Wound Care and PPH expresscare Grand Opening Campaigns. The PPH Marketing Department is also working with CPM on the New Movers/New Patients campaign as well as tracking the HealthSource magazine readers via the CPM dashboard. Future PPH/CPM campaigns: Cardiovascular, Orthopedics and Women's Services.</p>		
Web Strategy	<p>Nina Kim provided a detailed report on the visits to the PPH Website, PPH.org: (Complete 2008-2009 Web Strategy Report Attached)</p> <p>2008 Overall Number of Visits: 381,001 2008 Overall Number of Page Views: 1,364,313 2008 Overall Number of Unique Visitors: 195,525 2007 vs 2008 Overall Number of Visits 2007: 231,478 vs. 2008: 381,001 (Increase of 39% in 2008)</p>		

<p>Branding and Research</p>	<p>Gustavo Friederichsen and Brian Lorenz, Astone Agency, presented an update on PPH branding research which will be conducted by Luth Research. The research will take approximately six weeks to compose, conduct, and report on. The purpose of the research is to identify, qualify and quantify the value and integrity of the PPH brand within our service area. The research would also help evaluate the value of our alliances, such as the Chargers and LT. The project will build upon previously conducted focus groups, and establish a solid benchmark for future brand intelligence measurement. This research will also provide PPH with an objective viewpoint on any possible renaming projects. The Luth Research results will be presented to the PPH Board of Directors for their final decision on brand/name change.</p>		
<p>HealthSource</p>	<p>Tammy Chung provided an overview of the PPH HealthSource Department, HealthSource/BabySource Magazine, HealthSource Call Center, PPH Physician Referral Service available 24/7 via Call Center/PPH.org, class registration available 24/7 via Call Center/PPH.org.</p> <p>Mary Coalson gave a brief overview of the PPH HealthSource/OASIS classes, Speakers Bureau, HealthSource support groups as well as PPH HealthSource involvement in Street/Health fairs.</p> <p>Cathy Blazek provided a report on the 2008 Flu Immunization Clinics. 49 Clinics/ over 3000 shots. Four more clinics: 2 on 1/27/09 and 2 on 2/3/09.</p>		

Community Action Councils	Kay Stuckhardt gave a brief overview of the five Community Action Councils—Escondido, San Marcos, Poway/Rancho Bernardo/Rancho Penasquitos, Pala/Pauma/Valley Center and Ramona/Julian. She also recapped the 2008 Community Action Council activities and upcoming projects for 2009. She also provided a hardcopy of her power point presentation.		
Strategic Media Relations	<p>Andy Hoang updated the committee on the Media Report “Measuring Success.” This Annual Report includes:</p> <p>Print Coverage Column Inches & Media Value for:</p> <p>CY 2008</p> <ul style="list-style-type: none"> • 8,818 Total Column Inches • \$973,828.33 Media Value <p>CY 2007</p> <ul style="list-style-type: none"> • 8,259 Total Column Inches • \$849,044 Media Value <p>Television News Coverage 2008</p> <ul style="list-style-type: none"> • 36 Total Story Count • 932,134 Audience Impressions • \$23,350.14 Media Value 		
BOARD MEMBERS Q&A	No further comments or questions. The meeting was adjourned at 5:04 p.m. The next meeting is scheduled for: March 11, 2009, 3-5 p.m.; PPH Corporate Offices 456 Grand Avenue,		
MONTHLY MARKETING REPORT	Janet Gennoe Klitzner submitted the Marketing/Public Relations Department Overview for October, November and December, 2008.		
MONTHLY HEALTHSOURCE REPORT	Janet Gennoe Klitzner submitted the HealthSource Monthly Activity Report for October, November and December 2008.		

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
MONTHLY COMMUNITY OUTREACH REPORT	Nancy Roy and Kay Stuckhardt submitted the Community Outreach Monthly Report for October, November and December, 2008.		
SIGNATURES Committee Chair Committee Secretary	<hr/> Jerry Kaufman <hr/> Tammy Chung		

Marketing Department Balanced Scorecard

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: The Marketing Staff will present their Balanced Scorecard to the committee. (PPH Balance Scorecard is the system-wide web-based vehicle used to measure outcomes such as quality, service, people and finance.)

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Cardiovascular and New Mover's Campaign Update

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Janet Gennoe Klitzner will update the committee on the Cardiovascular and New Mover's campaigns.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

PPH Foundation Communications

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Nina Kim will present on PPH Foundation Communications.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Brand Intelligence Survey

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen will present a progress report on the Brand Intelligence Survey being conducted by Luth Research.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Community Action Councils

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Nancy Roy and Kay Stuckhardt will report on the Community Action Councils.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Media Update

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Andy Hoang will present to the committee the Media report "Measuring Success". (Under Monthly Reports) This will include Print Coverage Column Inches and Media Value for the months of January and February, 2009.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Board Member Q&A

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen would like to open the floor to questions from the Board Members on any topics related to the Community Relations Committee.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Monthly Reports

TO: Community Relations Committee

MEETING DATE: March 11, 2009

FROM: Janet Gennoe Klitzner, Marketing & PR Director
Janet Gennoe Klitzner, HealthSource Director
Nancy Roy, Community Outreach Manager
Andy Hoang, Media Relations

BACKGROUND: Monthly reports to be presented to Community Relations Committee include Marketing/Public Relations, the HealthSource, Community Outreach, and Media Relations for the months of January and February, 2009.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information:

Completed Marketing Projects – January – February 2009

The HealthSource and *The BabySource* Magazines: January – April 2009

The HealthSource and *The BabySource* Posters for magazine stands

Momentum: January/February 2009

Making Rounds – Winter 2009

Town Hall Meeting Fliers and Posters

Key Ideas Poster

Poster Renderings of facilities for ECC Rounding

Pomerado Hospital Listening Line Posters

Corporate Health Employee Referral Pads

Health Net HMO EOA Benefits Flier

Home Care Flier

PPH Expresscare Heart Month Special Flier

PPH Food Drive Flier

2008 Service Awards Lunch and Dinner Invitations

2009 Leadership Banquet Invitation and RSVP Card/Envelopes

Volunteer Services Brochure

Home Care General Information Booklet

New Movers Campaign Booklet

Health – It's For Everyone Booklet

Observation Cards – Dr. Levinson

PPH life – Direct mail postcard for Skills Certification Classes

Letter to Employees regarding Penn Elm physicians

Congratulations Birth Center Cards and Envelopes

Expresscare Bag Stuffers

Logos for Philips Lifeline Mini Flashlights

Promotional PPH Pens for Volunteer Services

PPH Lanyards for Employee Orientation

Wound Care Rolodex Cards

**January, 2009
Monthly Activity Report**

The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800.628.2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)

Community Education Department

The HealthSource offered **50** Community Education Classes in which **740** people attended. The HealthSource Call Advisors assisted **2072** callers with the following:

534 individuals registered for PPH Community Education classes via call center

78 individuals registered for PPH Community Education classes via PPH.org

137 callers requested a total of **169** PPH Physician referrals

2422 Physician Referral provided via PPH.org

1908 miscellaneous PPH service/resource referrals were made

General Health Events/Classes/Screenings—87 Participants (5 Classes)

Pediatric Asthma (POM) (1 Class)	10
Chair Yoga (Women's Center) (6-Week Series)	12
Move It! Staying Healthy (Women's Center) (1 Class)	10
Thyroid Dysfunction (Women's Center) (1 Class)	29
Osteoarthritis (OASIS) (1 Class)	26

Exercise Classes—20 Participants (7 Classes)

(The following classes are held twice weekly on an ongoing monthly basis)

Get Fit and Stay Strong (OASIS) (7 Classes)	20
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Childbirth Classes—303 Participants (11 Classes)

(Offered at Palomar Medical Center & Jean McLaughlin Women's Center)

Preparation for Childbirth—(5-Week Series)	36
Preparation for Childbirth—Weekend (2 Weekends)	32
Tours of Birth Centers (5 Tours)	200
Successful Breastfeeding (1 Class)	16
Prenatal Yoga (Women's Center) (6-Week Series)	12
Stylish Baby Slings (Women's Center) (1 Class)	7

CPR, Child Health and Safety—86 Participants (8 Classes)

CPR Classes (7 Classes)	76
First Aid (1 Class)	10

Support Groups—119 Participants (12 Meetings)

Breastfeeding Support (8 Meetings)	87
Chronic Fatigue Immune Dysfunction Syndrome (1 Meeting)	6
Welcome Home Baby (3 Meetings)	26

January, 2009 Monthly Activity Report

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Screenings—125 Participants (7 Offerings)

Cholesterol Screening (Poway City Hall)			37
Cholesterol	>200	35%	
Triglycerides	>150	41%	
HDL	<60	19%	
LDL	>100	20%	
Body Fat	Healthy Range	43%	35
Glucose Screening	>100	3%	
Cholesterol Screenings (Women's Center)			3
Body Composition Screening (Women's Center)			3
Blood Pressure Screenings (3 community screening sessions)			
76% with abnormal B/P (120/80 or above)			33
Glucose Screening (1 st United Methodist Church, Escondido)			14
>100	14%		

Geographical Percentages	1/2009	1/2008
Escondido	21	20
San Marcos	11	8
Rancho Bernardo	25	23
Rancho Penasquitos	10	10
Valley Center	4	1
Poway	10	13
San Diego (Outside Service area)	13	19
Vista	3	2
Ramona	1	2
Scripps Ranch	3	2

*Monthly percentages will fluctuate based on size of event, program

THE HEALTHSOURCE REPORT
January, 2009

Class Name	Room	Filled Seats	Class Start Time	Class Stop Time	Fee
Body Composition Screening	POP	<u>3</u>	01/21/2009 10:00AM	01/21/2009 12:00PM	\$.00
Breastfeeding - Pomerado	POP	<u>8</u>	01/06/2009 6:30PM	01/06/2009 9:00PM	\$25.00
CPR - Heartsaver	POM	<u>10</u>	01/07/2009 6:00PM	01/07/2009 9:00PM	\$40.00
CPR - Heartsaver	POM	<u>8</u>	01/21/2009 6:00PM	01/21/2009 9:00PM	\$40.00
CPR - Heartsaver	POM	<u>9</u>	01/10/2009 9:00AM	01/10/2009 12:00PM	\$40.00
	SAN				
CPR - Heartsaver at San Marcos	MARCOS	<u>7</u>	01/24/2009 9:00AM	01/24/2009 12:00PM	\$40.00
CPR for Friends & Family	POP	<u>6</u>	01/21/2009 12:30PM	01/21/2009 3:30PM	\$25.00
CPR-Healthcare Providers	POM	<u>27</u>	01/17/2009 9:00AM	01/17/2009 1:00PM	\$50.00
CPR-Healthcare Providers Renewal	POM	<u>9</u>	01/10/2009 9:00AM	01/10/2009 12:00PM	\$40.00
Chair Yoga	POP	<u>12</u>	01/27/2009 8:30AM	03/03/2009 9:30AM	\$40.00
Childbirth Prep - 5 week - Palomar	PMC	<u>8</u>	01/07/2009 6:30PM	02/04/2009 9:00PM	\$70.00
Childbirth Prep - 5 week - Pomerado	POP	<u>10</u>	01/12/2009 6:30PM	02/09/2009 9:00PM	\$70.00
Childbirth Weekend - Palomar	PMC	<u>6</u>	01/10/2009 9:00AM	01/11/2009 3:30PM	\$70.00
Childbirth Weekend - Pomerado	POP	<u>10</u>	01/24/2009 9:00AM	01/25/2009 3:30PM	\$70.00
Heartsaver First Aid	POM	<u>10</u>	01/22/2009 6:00PM	01/22/2009 9:00PM	\$40.00
Move It! Stay Healthy Thru Exercise	POP	<u>7</u>	01/28/2009 6:00PM	01/28/2009 7:30PM	\$.00
Prenatal Yoga	POP	<u>12</u>	01/29/2009 6:00PM	03/05/2009 7:15PM	\$72.00
Stork Club Tour - Palomar	PMC	<u>19</u>	01/10/2009 4:00PM	01/10/2009 5:30PM	\$.00
Stork Club Tour - Palomar	PMC	<u>20</u>	01/20/2009 7:00PM	01/20/2009 8:30PM	\$.00
Stork Club Tour - Pomerado	POM	<u>18</u>	01/24/2009 4:00PM	01/24/2009 5:30PM	\$.00
Stylish Baby Slings	POP	<u>3</u>	01/13/2009 2:30PM	01/13/2009 3:30PM	\$.00
The Impact of Pediatric Asthma	POM	<u>6</u>	01/20/2009 6:00PM	01/20/2009 7:00PM	\$.00
Thyroid Dysfunction & The Female Body	POP	<u>35</u>	01/27/2009 6:00PM	01/27/2009 7:30PM	\$.00



Palomar Pomerado HealthSource

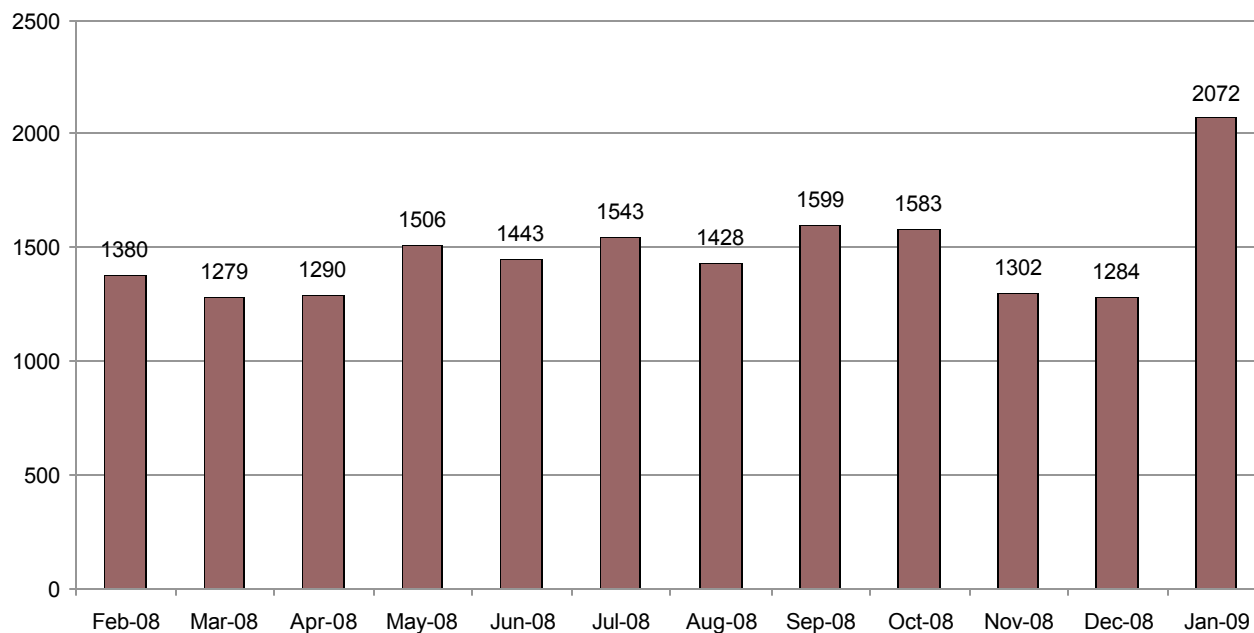
Call Center Executive Summary

Reporting Period

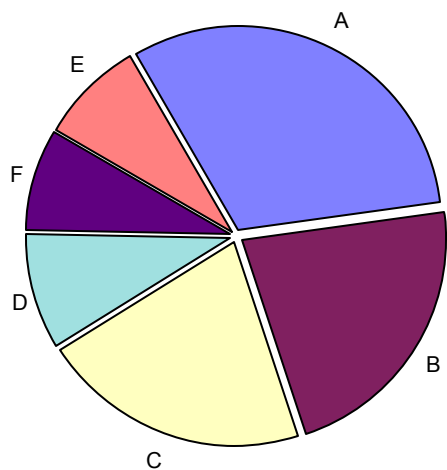
January 2009

Total Calls for this Period:	2,072
Total Calls for this Period Last Year:	1,579
Total Calls Since Program Inception:	78,068

Call Volume (12 Month Trend)

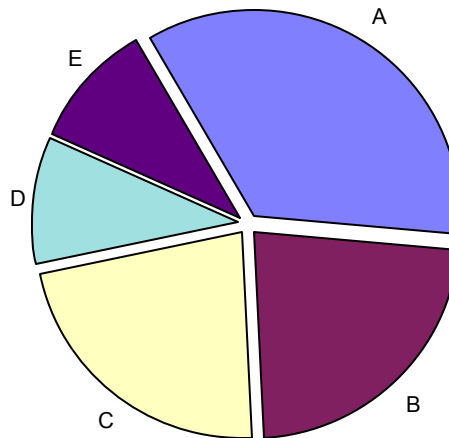


Top Five Specialty Referrals



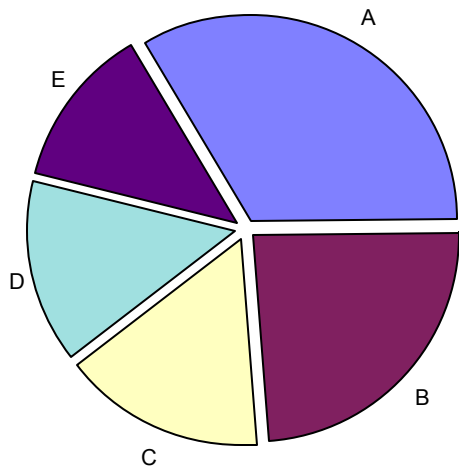
A: Family Medicine	34
B: Internal Medicine	24
C: Obstetrics & Gynecology	23
D: Otolaryngology	10
E: Dermatology	9
F: Pediatrics	9

Top Five Service Referrals



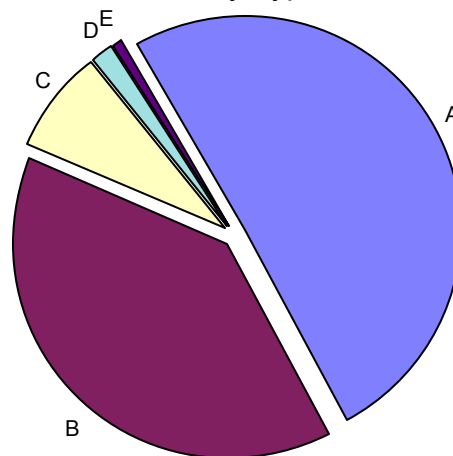
A: Hospital Resources - Palomar Medical Center	176
B: Mailing List - Add/Update	115
C: Hospital Resources - Pomerado Hospital	114
D: Mailing List - Delete	51
E: About The Facility - Palomar Medical Center	50

Top Five Referral Sources



A: Internet	327
B: Hospital	231
C: Repeat Customer	153
D: Magazine	141
E: Other	126

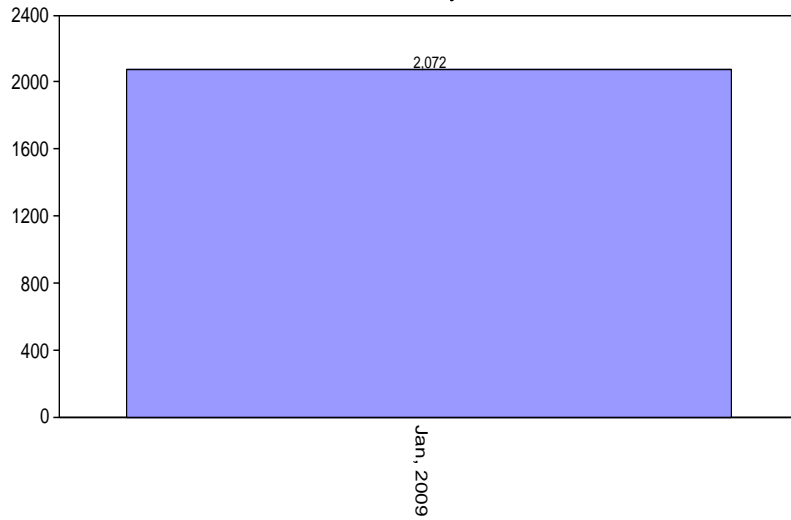
Calls by Type



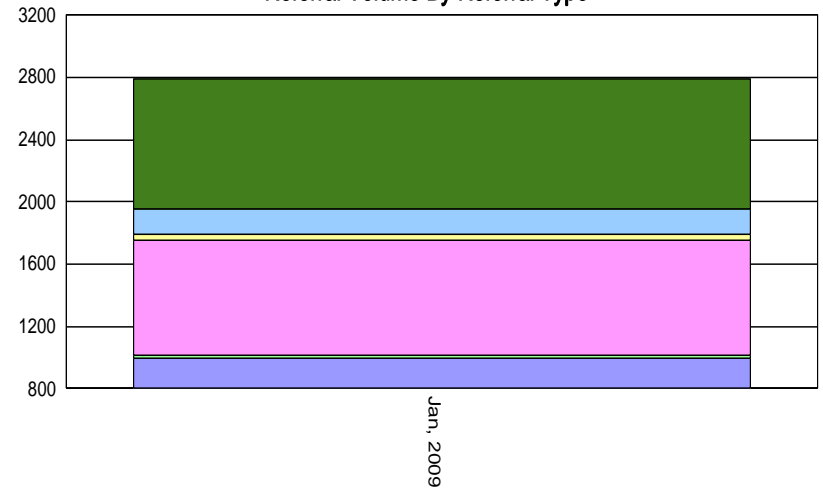
A: Registration Referrals	1077
B: Service Referrals	831
C: Physician Referrals	169
D: Physician Information	34
E: Facility Referrals	17

Palomar Pomerado HealthSource 01/01/2009 to 01/31/2009

Call Volume By Month

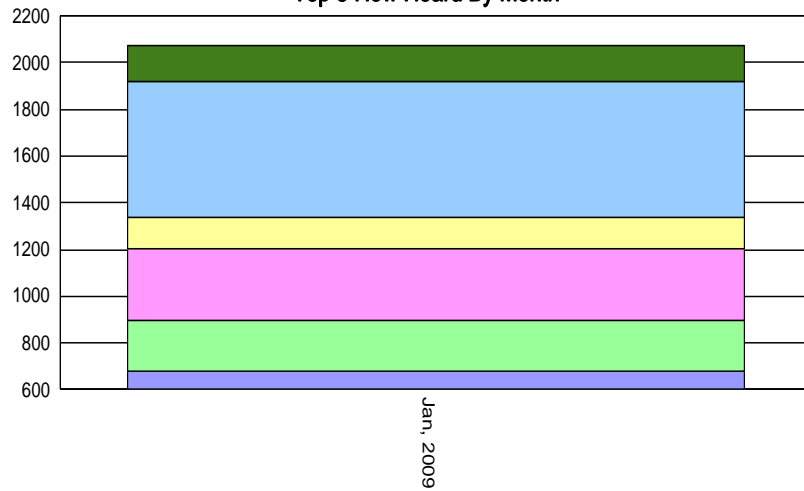


Referral Volume By Referral Type



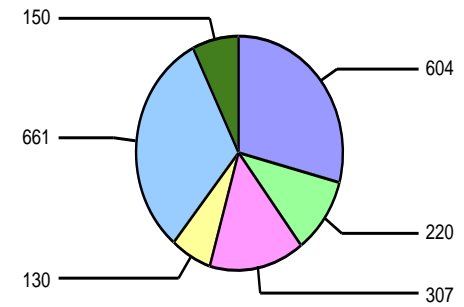
- Class
- Facility
- Non Referral
- Phy. Ref. Name
- Phy. Specialty
- Service

Top 5 How Heard By Month



- All Others
- Hospital
- Internet
- Magazine
- Not Applicable
- Repeat Customer

Top 5 How Heard



- All Others
- Hospital
- Internet
- Magazine
- Not Applicable
- Repeat Customer

Palomar Pomerado HealthSource

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01/01/2009 to 01/31/2009

Call Volume By Phone





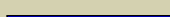

Date	Call Count
Jan, 2009	2,072

**Palomar Pomerado HealthSource
01/01/2009 to 01/31/2009
Referral Volume By Referral Type**

Date	Class	Facility	Non Referral	Phy. Ref. Name	Phy. Specialty	Service	Month Total
Jan, 2009	995	17	743	34	169	831	2,789
Total	995	17	743	34	169	831	2,789

Palomar Pomerado HealthSource
01/01/2009 to 01/31/2009
Top 5 How Heard By Month

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Date	Media Type Desc	Call Count
Jan, 2009	All Others	678 
	Hospital	220 
	Internet	307 
	Magazine	130 
	Not Applicable	587 
	Repeat Customer	150 
Total Jan, 2009		2,072

**February, 2009
Monthly Activity Report**

The HealthSource consists of the following departments:

1. Community Education
2. Centralized 800.628.2880 phone number for class registration/physician referral
3. Childbirth Programs (Palomar Medical Center & Pomerado Hospital)

Community Education Department

The HealthSource offered **61** Community Education Classes in which **914** people attended. The HealthSource Call Advisors assisted **1297** callers with the following:

427 individuals registered for PPH Community Education classes via call center

97 individuals registered for PPH Community Education classes via PPH.org

125 callers requested a total of **171** PPH Physician referrals

1638 Physician Referral provided via PPH.org

1537 miscellaneous PPH service/resource referrals were made

General Health Events/Classes—167 Participants (9 Classes)

Adult Skin Conditions (Women's Center) (1 Class)	17
Heart Attack Prevention (PMC) (1 Class)	21
Caring for the Mind/Body & Spirit Women's Center) (1 Class)	21
Heart Healthy Diet (Women's Center) (1 Class)	21
I Can Cope (Women's Center) (6-Week Series)	11
Ladies Tea Time (Women's Center) (1 Class)	11
Taking Care of Your Ticker (Women's Center) (1 Class)	30
Cardiac Arrhythmias (OASIS) (1 Class)	22
Joint Replacement (OASIS) (1 Class)	13

Exercise Classes—20 Participants (8 Classes)

(The following classes are held twice weekly on an ongoing monthly basis)

Get Fit and Stay Strong (OASIS) (8 Classes)	20
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Childbirth Classes—339 Participants (14 Classes)

(Offered at Palomar Medical Center & Jean McLaughlin Women's Center)

Preparation for Childbirth—(5-Week Series) (2 Series in progress)	10
Preparation for Childbirth—Weekend (2 Weekends)	40
Tours of Birth Centers (5 Tours)	220
Successful Breastfeeding (1 Class)	28
Prenatal Yoga (Women's Center) (6-Week Series)	13
Infant Mommy & Me Yoga (Women's Center) (6-Week Series)	12
Peaceful Parenting (Women's Center) (6-Week Series)	8
Stylish Baby Slings (Women's Center) (1 Class)	8

February, 2009 Monthly Activity Report

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CPR, Child Health and Safety—104 Participants (8 Classes)

CPR Classes (6 Classes)	82
First Aid (1 Class)	8
Babysitting Basics (Women's Center) (1 Class)	14

Support Groups—110 Participants (14 Meetings)

Menopause (1 Meeting)	5
Breastfeeding Support (8 Meetings)	87
Chronic Fatigue Immune Dysfunction Syndrome (1 Meeting)	4
Welcome Home Baby (4 Meetings)	14

Screenings—174 Participants (8 Meetings)

Blood Pressure Screenings (5 community screening sessions) 63% with abnormal B/P (120/80 or above)	45
Comprehensive Heart Screenings (Women's Center)	86
Body Composition Screening @ Inches A-Way Health Event 62% > Healthy	13
Glucose Screening @ Pauma Elm. School 33% > 100	30

Geographical Percentages	2/2009	2/2008
Escondido	21	18
San Marcos	11	4
Rancho Bernardo	24	28
Rancho Penasquitos	11	10
Valley Center	4	1
Poway	12	15
San Diego (Outside Service area)	10	19
Vista	3	1
Ramona	2	2
Scripps Ranch	2	2

*Monthly percentages will fluctuate based on size of event, program

The HealthSource
February, 2009

Class Name	Room	Filled Seats	Class Start Time	Class Stop Time	Fee
Adult Skin Conditions	POP	17	02/04/2009 6:00PM	02/04/2009 7:30PM	\$.00
Babysitting Basics - Pomerado	POP	14	02/20/2009 6:00PM	02/20/2009 9:00PM	\$20.00
Breastfeeding - Palomar	PMC	14	02/09/2009 6:30PM	02/09/2009 9:00PM	\$25.00
CPR - Heartsaver	POM	13	02/04/2009 6:00PM	02/04/2009 9:00PM	\$40.00
CPR - Heartsaver	POM	6	02/18/2009 6:00PM	02/18/2009 9:00PM	\$40.00
	San				
CPR for Friends & Family	Marcos	5	02/13/2009 6:00PM	02/13/2009 9:00PM	\$25.00
CPR-Healthcare Providers	POM	19	02/21/2009 9:00AM	02/21/2009 1:00PM	\$50.00
CPR-Healthcare Providers	POM	14	02/28/2009 9:00AM	02/28/2009 1:00PM	\$50.00
CPR-Healthcare Providers Renewal	POM	24	02/14/2009 9:00AM	02/14/2009 12:00PM	\$40.00
Caring for the Mind, Body & Spirit	POP	21	02/18/2009 6:00PM	02/18/2009 7:30PM	\$.00
Childbirth Prep - 5 week - Palomar	PMC	5	02/23/2009 6:30PM	03/23/2009 9:00PM	\$70.00
Childbirth Weekend - Palomar	PMC	11	02/21/2009 9:00AM	02/22/2009 3:30PM	\$70.00
Childbirth Weekend - Pomerado	POP	9	02/07/2009 9:00AM	02/08/2009 3:30PM	\$70.00
Comprehensive Heart Screening	POP	84	02/28/2009 7:00AM	02/28/2009 1:15PM	\$60.00
Heart Attack Prevention	PMC	28	02/23/2009 6:00PM	02/23/2009 7:30PM	\$.00
Heart Healthy Diet	POP	30	02/19/2009 1:00PM	02/19/2009 2:30PM	\$.00
Heartsaver First Aid	PMC	8	02/26/2009 6:00PM	02/26/2009 9:00PM	\$45.00
I Can Cope	POP	11	02/26/2009 1:30PM	04/02/2009 3:00PM	\$.00
Infant Mommy & Me Yoga	POP	12	02/09/2009 10:30AM	03/23/2009 11:30AM	\$60.00
Ladies Tea Time	POP	10	02/28/2009 11:00AM	02/28/2009 12:30PM	\$10.00
Menopause Support Group	POP	5	02/19/2009 12:30PM	02/19/2009 1:30PM	\$.00
Peaceful Parenting	POP	8	02/10/2009 6:15PM	03/24/2009 8:15PM	\$.00
Stork Club Tour - Palomar	PMC	18	02/10/2009 7:00PM	02/10/2009 8:30PM	\$.00
Stork Club Tour - Palomar	PMC	19	02/21/2009 4:00PM	02/21/2009 5:30PM	\$.00
Stork Club Tour - Pomerado	PMC	17	02/07/2009 4:00PM	02/07/2009 5:30PM	\$.00
Stylish Baby Slings	POP	6	02/10/2009 2:30PM	02/10/2009 3:30PM	\$.00
Taking Care of Your Ticker	POP	32	02/25/2009 6:00PM	02/25/2009 7:30PM	\$.00



Palomar Pomerado HealthSource

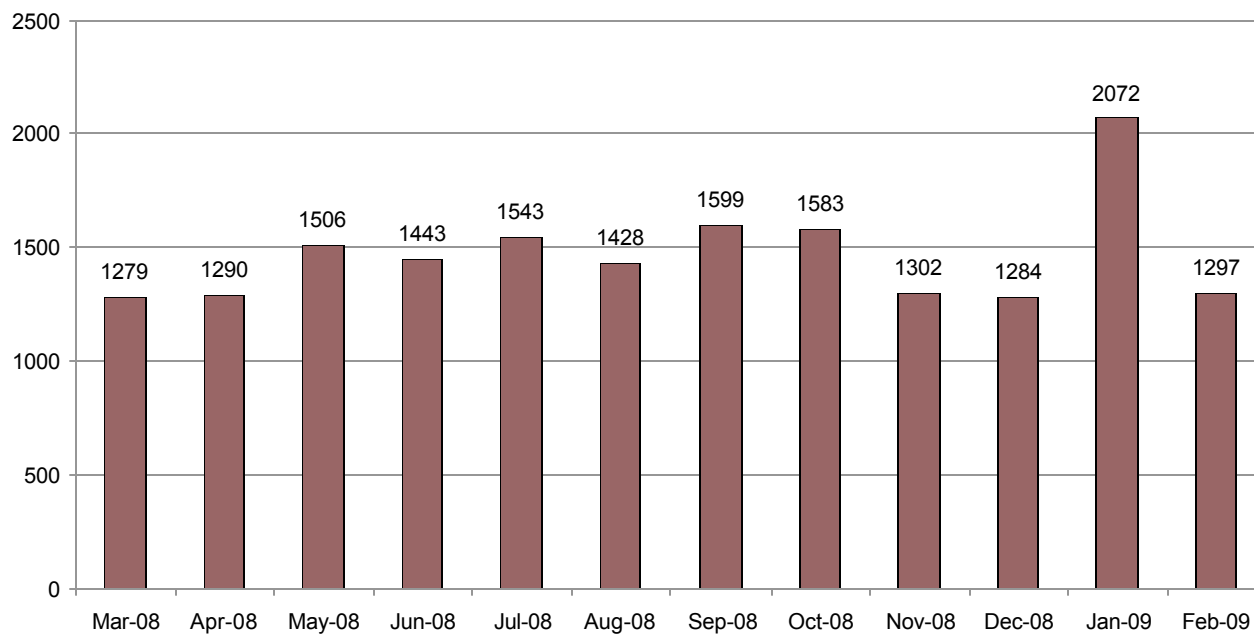
Call Center Executive Summary

Reporting Period

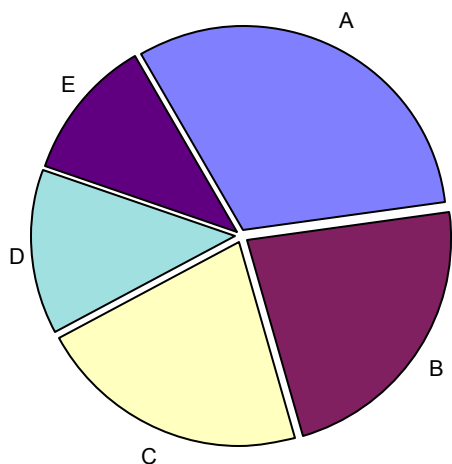
February 2009

Total Calls for this Period:	1,297
Total Calls for this Period Last Year:	1,380
Total Calls Since Program Inception:	79,365

Call Volume (12 Month Trend)

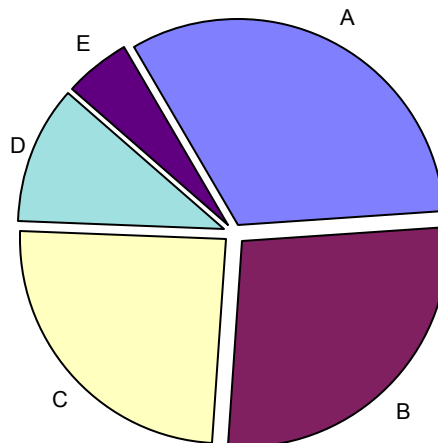


Top Five Specialty Referrals



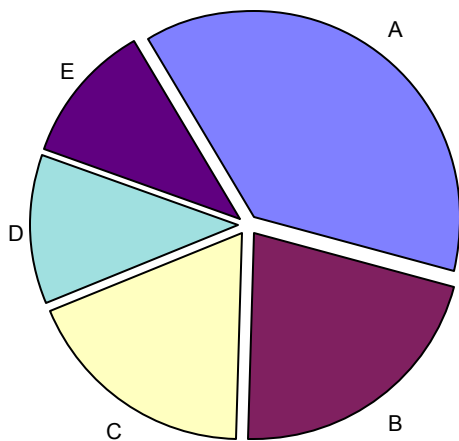
A: Internal Medicine	33
B: Obstetrics & Gynecology	24
C: Family Medicine	23
D: Orthopaedic Surgery	14
E: Urology	12

Top Five Service Referrals



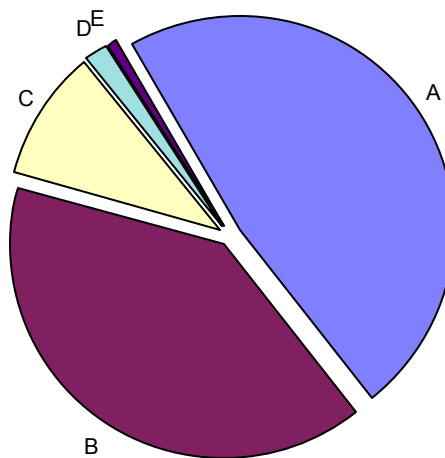
A: Hospital Resources - Palomar Medical Center	139
B: Hospital Resources - Pomerado Hospital	117
C: Mailing List - Add/Update	106
D: PPH Expresscare	46
E: About The Facility - Palomar Medical Center	23

Top Five Referral Sources



A: Internet	308
B: Hospital	173
C: Repeat Customer	149
D: Other	95
E: Physician	94

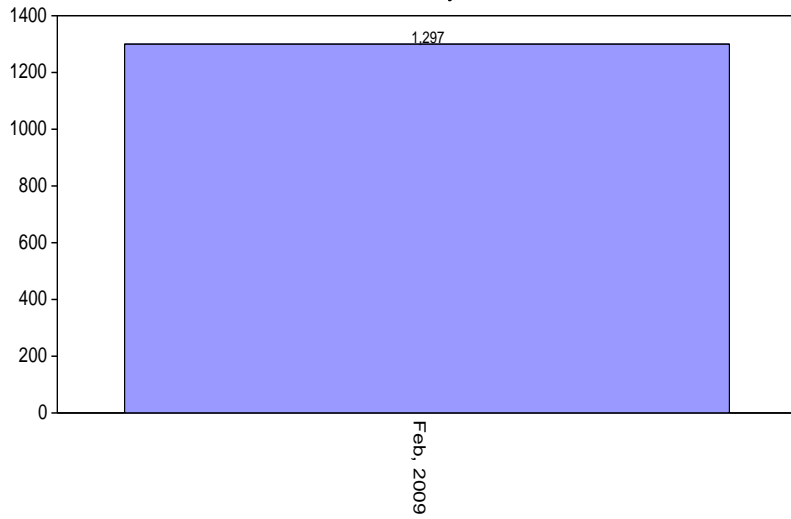
Calls by Type



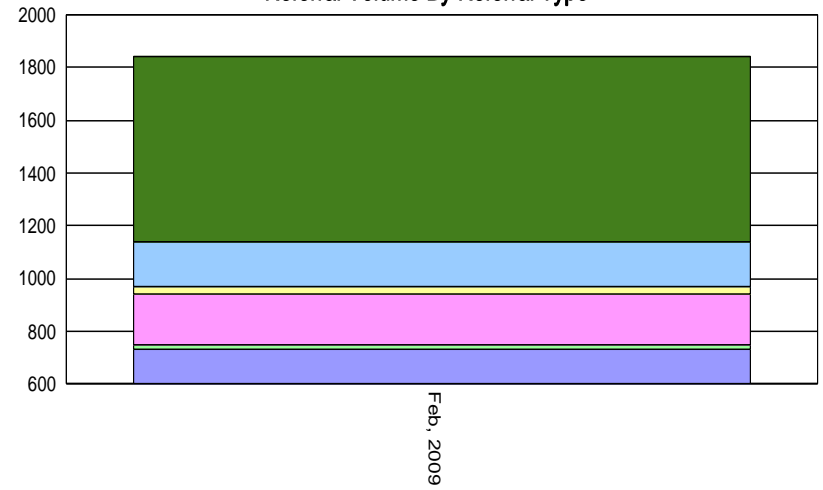
A: Registration Referrals	837
B: Service Referrals	700
C: Physician Referrals	171
D: Physician Information	29
E: Facility Referrals	15

Palomar Pomerado HealthSource 02/01/2009 to 02/28/2009

Call Volume By Month

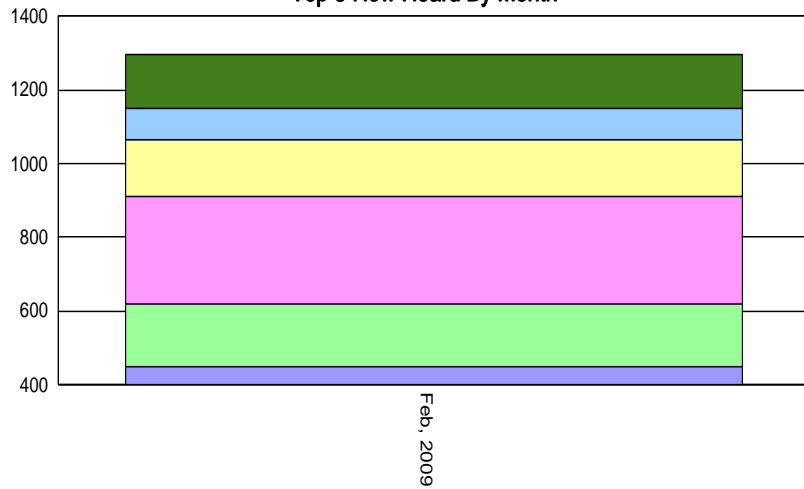


Referral Volume By Referral Type



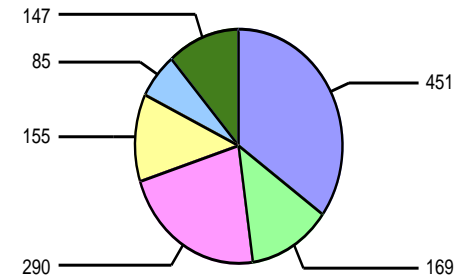
- Class
- Facility
- Non Referral
- Phy. Ref. Name
- Phy. Specialty
- Service

Top 5 How Heard By Month



- All Others
- Hospital
- Internet
- Not Applicable
- Other
- Repeat Customer

Top 5 How Heard



- All Others
- Hospital
- Internet
- Not Applicable
- Other
- Repeat Customer

Palomar Pomerado HealthSource

33

02/01/2009 to 02/28/2009

Call Volume By Phone



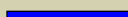



Date	Call Count
Feb, 2009	1,297

Palomar Pomerado HealthSource
02/01/2009 to 02/28/2009
Referral Volume By Referral Type

Date	Class	Facility	Non Referral	Phy. Ref. Name	Phy. Specialty	Service	Month Total
Feb, 2009	732	15	194	29	171	700	1,841
Total	732	15	194	29	171	700	1,841

Palomar Pomerado HealthSource
02/01/2009 to 02/28/2009
Top 5 How Heard By Month

35

Date	Media Type Desc	Call Count
Feb, 2009	All Others	451 
	Hospital	169 
	Internet	290 
	Not Applicable	155 
	Other	85 
	Repeat Customer	147 
Total Feb, 2009		1,297

Palomar Pomerado Health and Community Action Councils

Community Action Council Meetings:

Period Report: January 2009

Community Action Council of Poway/Rancho Bernardo/Rancho Penasquitos:

Chistina Redmon, PPH Community Education Specialist, gave a presentation on PPH Wound Care Services. She offered to make presentations at senior centers and other venues. **Diane Darby-Beach of the Alzheimer's Association**, announced a Town Hall Meeting on Early Stage Alzheimers at USD on February 21. She asked the members' help in getting the word out to those who could benefit. **Lynn George of the Centre for Health Care** announced upcoming wellness classes offered by the Centre. **Patti Sanshey of The Arbors Assisted Living**, announced a fundraiser for the YMCA's Partner with Youth Program, to be held on February 27. **Liz Landram of the Poway Adult Day Health Care Center**, announced that they will soon be moving to their new location in the Poway Business Park. **Cindi Phallen of the Rancho Family YMCA**, thanked the Arbors for their upcoming fundraiser and asked members to spread the word so that more children and families can join the YMCA. **Shelley Cowper-Smith of Peaceful Parenting and Friends and Family Community Connection**, passed around a flyer for the Peaceful Parenting classes and encouraged everyone to refer parents and grandparents to these free classes. She also described FFCC's work in providing food to low-income families. FFCC would like to find a host church or community center in Poway for food distribution. This led to a discussion of other food distribution programs and ways we might help families struggling in these tight economic times. **Rebecca Hernandez of SWACC and 9th District PTA** provided statistics from the California Working Families Summit, underlining the problems families are having providing food for their tables. SD County is last in food stamp participation. SWACC is applying for Federal Drug Free Community grants. **Rex Kennemer of the Community Alliance for Healthy Minds**, handed out cards promoting the February 28 Forum for Healthy Minds, which will benefit the Abraxas High School SAFE program. **Arlene Cawthorne of the RB Senior Center** announced a new Balance program being started at the Center, and said a new group of local senior center directors has formed, with plans to work together. **Melinda Wynar of the North County Inland Older Adult Center** announced a new fall-prevention program starting February 4. **Marilyn Greenblatt of Rides & Smiles** announced that R&S continues to grow, now providing over 500 rides per month. They are expanding to include Mira Mesa. **Dael Kiesler of the Diamond Gateway Women's Organization** invited members to an event on February 12 and announced their spring fundraiser on May 16. **Sheri Arnold of PUSD Caring Connections** announced a new Active Parenting of Teens class starting soon. She described additional stresses their office is seeing among PUSD families as a result of tight financial times. **Donna Erfe-Beltran, SD County Public Health Nurse**, reminded members that the six SD Public Health Centers offer low cost immunizations for children under 18. **Ken Harmaning of the Mount Carmel Church of the Nazarene and PQ Outreach Coalition Foundation** showed their new website and described their progress toward building a school, senior residence, and clinic on the church property. They plan to build green.

Substance Abuse/Mental Health Committee Report:

Arlene Cawthorne reported that the committee is looking into ways to support Student Services in the high schools and middle schools. It is also pursuing making sure PPH's on-line mental health screenings are still available. Attendees discussed the importance of suicide prevention and reaffirmed our support for the Yellow Ribbon program. Liz Inglis gave the County Mental Health Access Line: 1-800-479-3339.

Obesity/Diabetes Committee Report: Projects to continue: Running Clubs and P21 TODAY Program

Nancy Roy reported on the Project 21/TODAY program

(obesity/diabetes screening and related activities). There will be a Family Fitness night at Turtleback Elementary on March 15. The Running Clubs continue going strong. The Obesity/Diabetes committee continues to explore other ideas.

Access to Care Report:

Liz Inglis reported on the status of the planned clinic in Poway. The land has been acquired, but the capital campaign is on hold awaiting better financial times

Community Action Council of San Marcos:

Ruth Moskowitz, Chair announced the new tagline for all PPH Councils as, "Promoting Wellness through Partnership". Ruth explained the procedure that CACs can follow to apply for PPH funding. She reported that Mauricio Berber is no longer the Vice-Chair due to his increased workload with the Hispanic San Diego Chamber and she asked for any volunteers to serve as a Vice-Chair. The request will also be emailed to all Council members.

Bruce Krider, PPH Board Chair, provided an update on the new hospital construction. PPH has been approved for a stroke certification program, a new Occupational Health clinic opened in San Marcos, and ExpressCare will be opening in San Elijo Hills. He also reported that PPH has hired 100 additional nurses and that the PPH Corporate Health Centers provide industrial employee exams, immunization, drug and alcohol screenings, and physicals for worker's compensation.

Chistina Redmon, PPH Community Education Specialist, gave a presentation on PPH Wound Care Services.

Obesity/Diabetes Committee Report: Projects: P21 TODAY Program and Support to School Wellness Policy. **Dena England, Director of Child Nutrition Services, SMUSD** reported on the P 21 TODAY Program (Transforming Obesity Diabetes Awareness in Youth) which will target San Marcos Elementary 5th graders to identify students at-risk for diabetes. After the screening is completed, at-risk students will receive follow-up by North County Health Services. She also reported on the San Marcos Wellness Policy and the Wellness Policy Fair. The Fair included physical challenges, soccer kick, football throw, hula hoop, and jump rope, etc.; there were 28 vendors. Glucose screening was offered for the parents and BMI was done on students. Dena will submit a request for CAC funding to support the March 28, 2009 Wellness Policy Fair and a flyer to be distributed to the Council.

Mental Health/Substance Abuse Committee Report: Projects: Continue SOCS Box – a training to visit seniors, Support RBSS, and explore other projects. **Gil Bisjak, United Church of Christ, Lake San Marcos** reported that the next SOCS Box (Supporting Our Community Seniors) training will be January 29, 2009 at St. Mark's Catholic Church in San Marcos. **Celeste Young, NICPP**, reported on - *I Pledge Campaign* - that addresses underage drinking. Celeste gave an update on the 78 corridor sweep in which sheriffs notified smoke shop owners to cease sale of illegal drug paraphernalia. When the sweeps occurred in Vista, Escondido and San Marcos law enforcement confiscated approximately 17,300 glass pipes and bongs. As a result of this sweep, several shops have closed and moved or don't have anything to sell. **Outcome:** The Council approved sending a letter from the CAC to San Diego District Attorney, Bonnie Dumanis, and the sheriffs to show appreciation for their work against smoke shops. Celeste gave an update on the RBSS ordinance. On January 26 the city will hold a workshop for all owners/managers of alcohol outlets in San Marcos which will introduce the ordinance to the businesses and ask for input. After the workshop, the ordinance will go back to the Student and Neighborhood Relations Commission for docketing with City Council.

Council Member Reports/Announcements: Carolyn Collins, Oasis, will begin the *Active Generations Program* - an intergenerational nutrition and physical activity education program in

March with 20 students. **Joanne Klein, Public Health nurse**, visits pregnant teenagers, women and young girls with new babies and helps them with parenting and other issues. **Nancy Ellis, Counseling department, North County Health Services**, reported that they provide counseling service for those with MediCal, Medicare, and no insurance but individuals must have a social security number. NCHS has 9 clinics in the county. Counseling services are provided at the clinic in San Marcos. **Bea Moniz HHSA**, Health link Program, invited Council members to a training, “Engaging Parents in Local **Carey Riccatelli, HHSA** reported that the Health Strategy Agenda focuses on public health, treatment, behavioral health, counseling, and chronic disease prevention. **Tami Rapozo, Jewish Family Services**, coordinates preschoolers in the park program which provides education for 3-4 year olds. **Val Knox: Cal State San Marcos**, reported on Service Learning. There are 2,000 students out in the community providing tutoring and translations, working with seniors, etc. **Cathy Blazek, PPH HealthSource**, reported that she just finished community flu shot clinics in the community. **Vanessa Vanlobensels: Redwood Senior, Elder Link**, reported that they provide in home support for seniors so that clients can stay as independent as they can. Due to the difficult economic times, **Dena England** said that the school district is reaching out to parents to let them know that they can reapply for the free and reduced priced lunch program during the school year and that there is a breakfast and lunch program during the summer. **Bea Moniz** emphasized that families and seniors can apply for food stamps at 600 East Valley Parkway or call 2-1-1 for information and assistance. **Sandy Coleman, San Marcos Library** reported on the community book lending mobile and the Intergenerational Chess program. Spanish speaking volunteers are needed to read stories. **Sandy** discussed developing a new after school program for children that would incorporate nutrition and fitness. She will bring her project idea to the Obesity/Diabetes Committee for further discussion. **Georganne Woodward, San Marcos Senior Center** reported on the new fitness center, a new program called “united for reading”, and reminded the Council that they provide transportation to seniors for shopping trips twice a month. **Holly Malan, City of San Marcos**, reported that they are partnering with North County Health Services on a pilot recreation project. **Stan Sweatt**, “Project Care”, reported a continuing need for funds to support taxi vouchers. He also reported that Interfaith has food and gas cards to give to qualifying individuals. **Agnes Herman**, writes a regular column for the North County Times on Senior Health Issues called “shades of gray.” **Nadine Kaina, Interfaith Community Services**, reported on the availability of Minor Home repair for qualifying seniors. **Shelley Cowper-Smith, Jewish Family Services**, will provide parenting classes, which are court approved, if there are 8 interested parents.

Period Report: February 2009

Community Action Council of Escondido:

Adrianna Paulson, Chair and Mary Anne, Co-Chair reported on the Chairs’ meeting and announced the new tagline for the PPH-CACs - “Promoting Wellness through Partnership.”

PPH Director, Nancy Bassett reported on the State of College Address at Cal State San Marcos. They have seven nursing programs and currently 44 RN’s are graduating. There is a need for more male RN’s. Nancy also reported on the Palomar West construction. They are up to the 4th floor now and working on road access to the hospital. As a cost saving measure the top two floors may be built as shells and completed at a future date. Nancy is still advocating for patient lifts in every room. The new board member, Jerry Kaufman, is doing a good job.

Chistina Redmon, PPH Community Education Specialist, gave a presentation on PPH Wound Care Services.

PPH-CAC Funding: Mary Anne Dijak summarized PPH-CAC funding awards to date: \$400 for the printing of Resource Directories and \$1,000 to OASIS for their Healthy Generations program. **Pam Lambert, Food Services Director, EUHSD** requested \$800 for a Wellness Fair

at one of the Escondido High Schools to raise awareness about the Wellness Policy and make wellness a focus for high school students. The \$800 will pay for promotional and educational materials, and student incentives. **Outcome:** Motion made and passed to fund \$800 for Wellness Fair. **The Council** discussed promoting EBT (food stamp) acceptance at the Escondido Farmer's Market to increase access to fruits and vegetables. **Outcome:** Motion made and passed to fund \$500 toward \$1200 needed to fund a POS machine.

Obesity/Diabetes Committee Report: Projects: P21 TODAY Program and Support to School Wellness Policy. Lisa Elliott, School Nurse, EUSD reported on the P21 TODAY Program. It is a 5th grade diabetes screening program which will be done at Felicita and Lincoln schools. This year the students will fast for a more accurate glucose screening and have breakfast right after. Holly Hart, School Nurse, EUSD reported on Friar Fit which is an instant recess program developed by the Padres. The teachers will have the Friar Fit DVD in the classroom for use in engaging students in exercise as they transition between subjects. Bea Moniz, HHSA reported on the Parent Engagement Training at the North County Office of Education on February 11, 2009. The purpose is to engage parents in local school wellness policy, and give them techniques they can use to get involved. Monica Appel, Escondido Community Services Department, reported on the Rx Program (<http://www.recreationRx.org>) which has been piloted in Chula Vista and East County. In the program, physicians write a prescription for children to attend free or low cost recreational activities.

Teen Health Committee Report: Projects: Resource Directory (Health & Social Services) for Teens and Support Escondido School Programs (Nutrition, Physical Activity and Healthy Decisions). Mary Anne Dijak gave a status report on the Resource Directory which will be printed and distributed beginning in March to school counselors and assistant principals, libraries, community centers, faith communities, and through the CAC. It will be updated regularly online on the Education COMPACT website. Lieutenant Craig Carter, Escondido Police Department, reported on the Smoke Shops/Drug Seizures in Vista, Escondido and San Marcos which resulted in a seizure of illegal drug paraphernalia -17,300 glass pipes and bongs. **Outcome:** The Council reaffirmed writing a letter showing support of the action to the DA's office and Escondido City Council. Linda Brooks, EUHSD, reported on the SADD Program- Students Against Destructive Behaviors. There is a SADD chapter at each of the four High Schools. Students meet each week, and provide a leadership program once a month for entire campus. On Saturdays (one time a month) they pull the students out of Saturday school and bring in guest speakers. She is looking for guest speakers for one hour on a Saturday on prevention of violence, drugs, gangs, etc and promotion of healthy choices. In total they need 4 speakers a month. If the speaker wants to speak to only males or females, they can work that out. Barbara Gauthier, EUHSD reported on the 21st century asset grant which is designed to keep students on campus after school and support academic success. It includes academic support, enrichments programs based on student interest (usually for 6 week sessions) and a family literacy program. **Outcome:** Council members will provide names of She made speaker/teachers to provide a motivational and fitness program for the Valley High School females. Barbara also reported that they want to do a Senior Saturday Job Fair, to teach resume techniques, and provide job shadowing.

Council Member Reports/Announcements: Kathey Verhey with Education COMPACT spoke about recruiting for programs- career days, job-shadow days etc. Feb 17th is Orange Glen's High school's career day. Oscar Lopez, with Education COMPACT said they need speakers for Orange Glen Career day, 9:40 to 12:40 on Feb 17th. Focus is to train them and attain a job in Escondido. Bea Moniz, HHSA, announced the Feb 28th Forum for Healthy Minds at Abraxas High School in Poway. Cathy Blazek, PPH, announced the Feb 28th Comprehensive Heart Screening at the PPH Jean McLaughlin's Women's Center in Poway.

Cross- Council Committee Report:**Committee on Alcohol, Tobacco and Other Drugs (ATOD):**

Alcohol Tax Legislation:

The committee has been reviewing the new state Sales Tax Law and its implications, to determine our position of support. Advocates are still hoping to reform the movement by the alcohol industry to keep laws as status quo. Some of the changes to be made include: 5000 sites would loose out; no TV. ads allowed targeting youth; tax increases (no tax increase since 1988). Senator Denise Ducheny supports the alcohol tax increase and target funding on prevention, recovery and medical costs. New State budget cuts will affect alcohol prevention programs, recovery and medical costs. The battle is not over taxation, but how the dollars are to be spent.

Web site supporting advocacy for alcohol and drug policies: www.jointogether.org .

Annual Media Report

“Measuring Success”

March 11, 2009

PALOMAR POMERADO HEALTH

PALOMAR
POMERADO
HEALTH
SPECIALIZING IN YOU

Print Coverage for Jan. & Feb.

North County Times

- 445 Total Column Inches
- \$44.91 Column Inch Open Rate
- \$19,984.95 Media Value

Print Coverage for CY 2008

San Diego Union Tribune

- 257 Total Column Inches
- \$313 Column Inch Open Rate
- \$80,441 Media Value

Print Coverage for CY 2008

Pomerado News Group

- 86 Total Column Inches
- \$28.01 Column Inch Open Rate
- \$2,408.86 Media Value

Print Coverage for CY 2008

San Diego Business Journal

- 152 Total Column Inches
- \$115 Column Inch Open Rate
- \$17,480 Media Value

Print Coverage for CY 2008

San Diego Daily Transcript

- 71 Total Column Inches
- \$92 Column Inch Open Rate
- \$6,532 Media Value

Print Coverage Totals Jan. & Feb.

- 1,011 Total Column Inches
- \$126,846.81 Media Value