

**Palomar Pomerado Health  
BOARD OF DIRECTORS  
STRATEGIC PLANNING COMMITTEE**

Innovation Offices  
15255 Innovation Drive, Escondido, CA 92128  
Conference Room B & C  
November 11, 2008, Meeting Minutes

AGENDA ITEM	DISCUSSION	CONCLUSION / ACTION	FOLLOW-UP
<b>CALL TO ORDER</b>	6:04 p.m. by Alan Larson, MD, Chair		
<b>ESTABLISHMENT OF QUORUM</b>	Present: Directors Bailey, Bassett, Greer, Kleiter, Larson, Rivera Excused: Director Krider		
<b>ATTENDANCE</b>	Also in attendance were: Michael Covert, Sheila Brown, Bob Hemker, Opal Reinbold, David Tam, MD, Brenda Turner, Gerald Bracht, Lorie Shoemaker, Lorraine Gilbert, Mike Shanahan and Dr. Kung.  Guests: Ann Koeneke, Phil Dalton and Eric Themm		
<b>NOTICE OF MEETING</b>	The notice of meeting was mailed consistent with legal requirements.		
<b>PUBLIC COMMENTS</b>	No public comments were noted.		
<b>MINUTES</b>	Director Larson asked for approval of the October 21, 2008 Strategic Planning Committee meeting.	Motion by: Larson 2 <sup>nd</sup> by Bassett: Motion carried to approve the October 21, 2008 minutes as presented.  All in favor. None opposed.	
<b>Informational: Outpatient Plan</b> <i>Presenters: Sheila Brown, Mike Shanahan and Ann Koeneke</i>	PPH leaders, led by Sheila Brown, performed a strategic assessment of Ambulatory/Outpatient Care needs for the district. The objectives of the ambulatory care services included profitability, benefit to the continuum or strategic plan initiatives, alignment with physicians, quality of care by recruiting and keeping the brightest people, improved access to care and an increased presence in the community. Interviews were conducted with key PPH staff, external stakeholders, physicians, and the community. Ms. Brown reviewed PPH's current services, structure, and financial status. This information was compared to national trends and used to assess the current and future community needs. The findings of the assessment resulted in a range of	PowerPoint presentation is posted in the Board folders on the Leadership drive.	

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<p>proposed initiatives, including programs and recommendations for the satellite centers.</p> <p>Mike Shanahan provided an update on the development of the Ramona facility. The Developer selection was completed and submitted to the County of San Diego on 11/08/08. The CEQA Analysis that began in 10/08 is set to conclude in 01/09. Mr. Shanahan also gave an update on the Rancho Penasquitos facility. Construction documents are being resubmitted to the City of San Diego this month.</p> <p>The Board held a discussion at this point on the information that was presented.</p>	<p>Medical Development Specialists, a healthcare consulting firm, was retained by PPH to complete a strategic plan for Women's Services as an independent and objective third party. The primary objectives of the plan were:</p> <ul style="list-style-type: none"> <li>• Assess the District's current internal situation and market position for women's services.</li> <li>• Develop a Strength-Weakness-Opportunity-Threats (SWOT) analysis and identify critical success factors for enhancing women's services at PPH.</li> <li>• Identify opportunities to enhance key components of PPH's women's services.</li> <li>• Develop an action plan which executive management can use as a road map over the next 36 months to enhance PPH's position in women's services. There is volume growth and opportunities for revenue in this area.</li> </ul> <p>The presentation highlighted areas such as industry trends in women's services, women's services currently offered by PPH and the situation of the services that PPH is offering. The presentation also provided a service line attractiveness analysis based off of market analysis.</p>	<p>PowerPoint presentation is posted in the Board folders on the Leadership drive.</p>	<p><b>Informational:</b>  <b>Women's Strategic Plan and Update</b>                      Presenters:                      Phil Dalton and Eric Thamm</p>
<p><b>Informational:</b>  <b>Update: Quarterly '09 Initiative:</b>                      Presenters:                      Sheila Brown – Customer Service                      Bob Hemker – Finance                      David Tam, MD –                      Opal Reinbold – Quality                      Workplace                      David Tam, MD –                      Workplace                      Lorie Shoemaker -                      Workplace                      Brenda Turner - Workforce</p>	<p>Annual goals were established at the beginning of fiscal year 2009. A spreadsheet provided a summary of the FY'09 goals and initiatives. Five Executive Management Team members (Sheila Brown, Bob Hemker, Opal Reinbold, David Tam, MD, and Brenda Turner) provided a verbal report of where PPH stands with respect to each of the objectives/initiatives. Within the spreadsheet the outcome measures are tied to the objectives not the individual initiatives identified.</p> <p>Mr. Covert, who covered finance for Mr. Hemker, discussed the goal of achieving the Aa bond rating. The two objectives, OEBITDA Margin % with properly tax and increase in Adjusted Discharges above budget were reviewed. Sheila Brown discussed customer service at both POM and PMC. Overall, both hospitals are at average. There is staff and a committee working on service excellence and action plans are being created for moving forward. An HCAHPS report was presented showing PPH's ratings compared to state averages. It was requested that the HCAHPS report be added to the agenda on a quarterly basis.</p>	<p>Spreadsheet is posted in the Board folders on the Leadership drive.</p>	<p>The Board held a discussion at this point on the information that was presented.</p>

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	<p>Opal Reinbold reported on the quality goal of achieving national recognition for clinical quality and performance excellence including achievement of Magnet Designation and achieving the California Baldrige Award. Currently at PMC: 4/4 Core Measure Sets composite scores will be above the median and at POM: 3/3 Core Measure Sets composite scores will be above the median. On Thursday, November 13<sup>th</sup>, POM and PMC will be receiving awards for CHF care and Surgical Care improvement. Catherine Konyyn was also chosen as a recipient of a nursing award.</p> <p>Brenda Turner presented the workforce goal of achieve national recognition as one of the top health systems in the country to work for including achieving 90th percentile of employee engagement scores. The objective of attracting, acquiring and retaining a high quality workforce is measured on the 90-day retention rate which is currently at 87% and on its way to the goal of 88%. Leadership development phase two has been launched and the next Q12 survey will be launched in December.</p> <p>Lori Shoemaker and David Tam, MD discussed workplace initiatives. The goal is to achieve national recognition for development of state-of-the-art facilities and technology. PPH's ability to provide tools and equipment for optimal performance is measured by the score on the Q12 questions about tools and equipment needed to perform a job. Currently PPH is at 3.9 and plans to optimize the Phase 1 Cerner system in order to achieve the goal of 3.92.</p>		
<b>Committee Member Comments (If any)</b>	Director Larson stated that a report on the pulmonary rehab at PMC should be presented at the December meeting.		
<b>Final Adjournment</b>	Larson, Chairperson, adjourned this meeting at 8:16 p.m.		

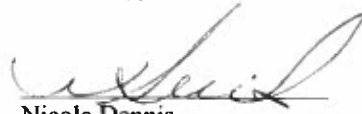
**SIGNATURES**

- Committee Chairperson



Allan Larson

- Committee Secretary



Nicole Dennis

