

**Palomar Pomerado Health
BOARD OF DIRECTORS
SPECIAL FULL BOARD MEETING
STRATEGIC PLANNING COMMITTEE**

Innovation Offices
15255 Innovation Drive, San Diego, CA 92128
Conference Room B & C
March 28, 2009 Meeting Minutes

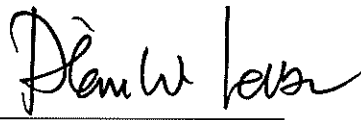
AGENDA ITEM	DISCUSSION	CONCLUSION / ACTION	FOLLOW-UP
CALL TO ORDER	8:10 a.m. by Chairman Larson		
ESTABLISHMENT OF QUORUM	Present: Directors Bassett, Greer, Kaufman, Kleiter, Krider, Larson, Rivera		
ATTENDANCE	<p>Also in attendance were: Michael Covert, Brenda Turner, Lorie Shoemaker, Natalie Bennett, Stonish Pierce, Sheila Brown, Lisa Hudson, Steve Gold, MD, Robert Trifunovic, MD, Gustavo Friederichsen, David Tam, MD, Frank Martin, MD, Opal Reinbold, Duane Buringrud, MD, Janine Sarti, Michael Shanahan, Marsha Jackson, Steve Tanaka, Rodger Acheatel, MD, Richard Engel, MD, Orlando Potale, Duane Buringrud, MD, Gerald Bracht, Alan Conrad, Ben Kanter</p> <p>Guests: Paul Patchin</p>		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	No public comments were noted.		
MINUTES	Chairman Larson asked for approval of the March 14, 2009 Strategic Planning Committee meeting minutes.	<p>Motion by: Greer 2nd by: Bassett Motion carried to approve the March 14, 2009 minutes as presented.</p> <p>All in favor. None opposed.</p>	
Review of Mission/Vision Discussion	<p>Mr. Covert recapped the ideas that were submitted at the last Strategic Planning meeting for the Mission and Vision Statements.</p> <p>At the March 14th, 2009 meeting Mr. Covert had asked the Board if "In</p>		Mr. Covert will draft the revised foci and present it to the Board at the

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	<p>partnership with others" should be added. The Board had agreed at that time that adding the wording was important. Mr. Covert had asked the Board to think about where the wording should be added but it was decided at that time that the Board would wait until Dr. Larson was present to discuss where the "in partnership with others" wording should be added.</p> <p>The "in partnership with others" wording was discussed by the Board at this point.</p> <p>Mr. Covert suggested that the Vision statement be left as is and that the wording be added as one of the five year foci since there was not consensus as to where the wording should be added. The Board agreed with the recommendation.</p> <p>Chairman Larson asked that anyone with recommendations for the other foci submit them for the revised draft. Recommendations were made regarding adding pieces about quality, human resources and patient safety. It was agreed that quality and safety would be added back into the foci.</p>		<p>next Strategic Planning meeting for review and approval.</p>
<p>Medical Staff Development <i>Presenter: Lisa Hudson</i></p>	<p>Lisa Hudson continued the Medical Staff Development presentation from the March 14th, 2009 meeting.</p> <p>The physician needs for the next five years were reviewed. The recommendations included both primary care and specialties for the North and South service areas. Economics of the recruitments, emerging trends in sub specialties and hospitalists in the future were discussed.</p>	<p>PowerPoint presentations are available on the Leadership Drive</p>	
<p>Ambulatory Care Program Growth – Outpatient Facility <i>Presenter: Sheila Brown</i></p>	<p>Sheila Brown presented the Ambulatory Care Strategy. The vision was reviewed and the terms ambulatory and outpatient were defined. Sheila Brown discussed what it would take to accomplish the proposed goals, the methodology, and the imperatives for successful outpatient investments.</p> <p>The objectives of the ambulatory care program were outlined. National market trends were analyzed; the SWOT analysis and the Competitor/Partner analysis were presented. Competitive themes such as access to care and increased presence in favorable markets were discussed.</p> <p>Sheila Brown presented proposed programs and services based on demographics, contribution margins and projected volume growth. Proposed ambulatory care services, both clinical and physician, were presented for the various locations. The presentation concluded with future considerations.</p> <p>Sheila Brown discussed the PPH Outpatient Services. The outpatient services were defined and the CA Health and Safety Code 32121 defined the powers of the District. Considerations for the secondary market were highlighted and the demographics for the secondary market place areas</p>	<p>PowerPoint presentations are available on the Leadership Drive</p>	

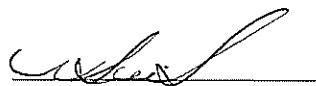
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	<p>were analyzed. Proposed Outpatient Services for the secondary market areas were highlight. An overview was provided of the PPH Expresscare and an update on the current contracts was provided. The Corporate Health growth was reviewed, the corporate clients were listed and the corporate health expand market presence was discussed.</p> <p>The presentation concluded with the recommendations and financial implications.</p> <p>The Board discussed the presentation at this point.</p>		
<p>SNF <i>Presenters: Steve Gold</i></p>	<p>Steve Gold presented the post acute care beds analysis and recommendations. The project purpose and benefits of post acute care for the system were outlined and the cost of caring for patients at different levels of was analyzed. The system savings were presented and the project process for post acute care beds was discussed. Both external and internal reviews have been completed on the competition and market. A demand analysis was performed for skilled nursing facilities and recommendations were made.</p> <p>The second part of the presentation covered the skilled services 21 bed addition to Villa Pomerado. A brief description of Villa Pomerado presented what is currently available and what the proposed addition would provide. The projected financial returns for the addition were provided.</p> <p>Recommendations for Palomar East and financial implication for the North campus were discussed. McCleod Tower renovation costs were outlined and the financial implications of the new facility were reviewed. Build versus lease options were compared and critical assumptions were highlighted.</p> <p>The Board discussed the presentation at this point and additional information was requested to show McCleod Tower renovation costs for floors 5 – 9.</p>	<p>PowerPoint presentations are available on the Leadership Drive</p>	
<p>Committee Member Comments (If any)</p>	<p>The next Strategic Planning meeting is scheduled for 12:00p.m. on Tuesday, April 7th in meeting room E at Pomerado Hospital.</p>		
<p>Final Adjournment</p>	<p>Chairman Larson adjourned this meeting at 12:00 p.m.</p>		

SIGNATURES

- Chairperson of the Committee


 Alan Larson, MD

- Committee Secretary


 Nicole Dennis

