



ALAMEDA COUNTY MEDICAL CENTER

Highland Campus • Fairmont Campus

John George Psychiatric Pavilion • Ambulatory Healthcare Services

STRATEGIC PLANNING COMMITTEE MEETING

MONDAY, November 19, 2012

Central Administration Offices Located at Highland Hospital

1411 East 31st Street Oakland, CA 94602

Barbara L. McElroy, Clerk of the Board

(510) 437-8468

LOCATION:

Open Session: Classroom A

COMMITTEE MEMBERS

Floyd Huen, MD, *Chair*

Stanley M. Schiffman

J. Bennett Tate

Ilene Weinreb

Barry Zorthian, MD

AGENDA

TAB #1 CLOSED SESSION: None.

OPEN SESSION / ROLL CALL – 4:30 PM

TAB #2 ACTION: Approval of Minutes
(4:30 pm)

Approval of the Minutes of the September 17, 2012 Strategic Planning Committee Meeting.

Recommendation: Motion to Approve.

TAB #3 REPORT: Chief Strategy and Integration Officer Report
(4:35 – 4:45 pm)

Warren Lyons, Chief Strategy and Integration Officer

TAB #4 REPORT: Healthcare Reform/Legislative-Regulatory Update
(4:45 – 5:00 pm)

Patricia Barrera, J.D.,

Director of Legislative Affairs & Community Advocacy

TAB #5 INFORMATION: Strategic Plan Implementation & Draft FY17 Strategic Scorecard
(5:00 – 5:20 pm)
Warren Lyons, Chief Strategy and Integration Officer

TAB #6 REPORT: Re-branding, Marketing, and Communication Plan
(5:20 – 6:00 pm)
Warren Lyons, Chief Strategy and Integration Officer
Vintage Foster, AMF Media Group

TAB #7 INFORMATIONAL READING
(6:00 – 6:10 pm)
Warren Lyons, Chief Strategy and Integration Officer

- A. Exchange Plan Official Name and Selection Dates
- B. Health Insurers Line up to Compete
- C. Alameda Alliance for Health – Presentation to Health Committee
- D. Community Health Care Network – Presentation to Health Committee

TAB #8 INFORMATION: Issue Tracking & Follow-up
(6:10 – 6:15 pm)
Floyd Huen, MD, Chair, Strategic Planning Committee
Warren Lyons, Chief Strategy and Integration Officer

TAB #9 REPORT: Legal Counsel’s Report on Action taken in Closed Session
(6:15 pm)
Douglas B. Habig, General Counsel

Public Comments

Board of Trustees Remarks

ADJOURNMENT

Our Mission

Alameda County Medical Center is committed to maintaining and improving the health of all County residents, regardless of ability to pay. The Medical Center will provide comprehensive, high quality medical treatment, health promotion, and health maintenance through an integrated system of hospitals, clinics, and health services staffed by individuals who are responsive to the diverse cultural needs of our community. The Medical Center, as a training institution, is committed to maintaining an environment that is supportive of a wide range of educational programs and activities. Education of medical students, interns, residents, continuing education for medical nursing, and other staff, along with medical research, are all essential components of our environments.

Strategic Vision

Alameda County Medical Center will be recognized as a leading integrated health care system available to all residents of Alameda County. We will champion expansion of health care coverage and access to help reduce health disparities within the County's diverse communities.

Meeting Procedures

The Board of Trustees is the Policy Body of the Alameda County Medical Center. The Board has several standing Committees where ordinances and resolutions are the subject of hearings at which members of the public are urged to testify. Board procedures do not permit: 1) persons in the audience at a Committee meeting to vocally express support or opposition to statements by Board Members or by other persons testifying; 2) ringing and use of cell phones, pagers, and similar sound-producing electronic devices; 3) signs to be brought into the meeting or displayed in the room; 4) standing in the meeting room. Citizens are encouraged to testify at Committee meetings and to write letters to the Clerk of the Board or to its members, 1411 East 31st Street Oakland, CA 94602.

Disability Access

The Meeting Rooms are wheelchair accessible. Assistive listening devices are available upon request at the Clerk of the Board's Office. To request sign language interpreters, readers, large print agendas or other accommodations, please contact the Clerk of the Board. Requests made at least 48 hours in advance of the meeting will help to ensure availability. The nearest accessible BART station is Lake Merritt. Accessible AC Transit Bus Route 62 stops at the entrance to Highland Hospital. Route 11 stops one block away, on 14th Avenue at East 31st Street. For schedule updates, call AC Transit at (510) 817-1717; BART at (510) 465-2278. There is accessible parking in the main patient parking lot enter on East 31st Street.

In order to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to perfumes and various other chemical-based scented products. Please help us to accommodate these individuals.

The ACMC Board of Trustees is committed to protecting the private health information (PHI) of our patients. We ask that speakers refrain from disclosing or discussing the PHI of others. Please also know that, should you decide to disclose your PHI, the Trustees will still likely refer your matter, to the extent it involves PHI, to the executive staff for a confidential review of the facts and for confidential handling. If you would like more information regarding the confidentiality of PHI as it relates to the Health Insurance Privacy and Accountability Act, please refer to 45CFR Section 164.101, et.seq.