



STRATEGIC PLANNING COMMITTEE MEETING
TUESDAY, July 21, 2014

Executive Suite Located at Highland Care Pavilion
1411 East 31st Street Oakland, CA 94602
Marla Cox, Clerk of the Board
(510) 535-7515

MINUTES

THE MEETING WAS CALLED TO ORDER AT 4:35PM

ROLL CALL WAS TAKEN AND THE FOLLOWING TRUSTEES WERE PRESENT:

Kinkini Banerjee, Michele Lawrence, James Lugannani and Barry Zorthian, MD.

TAB #1 ACTION: Approval of Minutes

Approval of minutes from the May 19, 2014 Strategic Planning Committee meeting were approved.

ACTION: Upon motion made and seconded, the May 29, 2014 Minutes were approved.

TAB #2 REPORT: Chief Strategy Officer Report

Carladenise Edwards, Chief Strategy Officer gave a report that included a status update on the priority areas the committee was tracking in FY2014.

- **Alameda Health Partners** held its first Board of Directors meeting on July 8th. Dr. Peruzzi is serving as the Chair, Wright Lassiter as the Secretary, and Carladenise Edwards as the Treasurer during the start-up period. The board discussed the approach to expanding the board, reviewed draft by-laws and policies and procedures. Dr. Peruzzi will be providing an update to this Board as part of our agenda today.
- Carladenise shared the progress made on **managed care contracting**. To date, AHS has completed or is in negotiations with 24 managed care companies, including IPAs. Given contracts are being negotiated for each facility and there are multiple steps in the process it is difficult to quantify the total number of contracts, but we have established a relationship with the top 24 in the market and will continue to add contracts to ensure current and future patients can receive care in our facilities and from our physicians.

TAB #3 DISCUSSION: Strategic Priorities

A. Ambulatory Expansion Plan

The committee spent quite some time discussing the approach to ambulatory expansion. Carladenise presented a strategy for expanding into North Oakland and Tri-Valley that will leverage existing physicians in the community as well as the community health center network and that focuses on access to specialty care and urgent/convenient care.

- a. Most importantly, the **Hayward Wellness Center** is scheduled to open on August 18th. A grand celebration will be scheduled in October.
- b. Carladenise introduced Tyler Bennett, the new Vice President of Ambulatory Services.

B. Physician Acquisition Strategy

AHS is completing its first physician practice assessment as part of the ambulatory expansion strategy, as well as Alameda Health Partners physician recruitment strategy. The goal is to identify several community physicians with practices that help us achieve the desired geographic diversity, that align with our mission and values, and help us improve access to care to a diverse population of patients and to determine the financial, clinical, and practical feasibility of having the physician practice become a part of the system.

C. AMF Media Marketing Plan

Vintage Foster of AMF Media presented the outcomes of the **FY14 marketing campaign** and the goals for the FY15 campaign. The impact of our efforts was profound and demonstrates the value of the modest investment made by AHS. He is scheduled to present at our September board meeting.

D. System-level Administrative Office Space

The committee was scheduled to discuss a proposal for the establishment of a corporate office that would align all of the system level functions and free up much needed space on the Highland campus. Time did not permit for a substantive conversation. A special meeting is being scheduled to discuss this topic specifically, so that we can bring forth a recommendation to the board.

TAB #4 DISCUSSION: Committee Business

A. Review BOT Policies and Procedures

The committee reviewed its purpose per the BOT policies and procedures, as well as our goals for FY15.

B. Determine FY15 Strategic Priorities for Committee Review

No Discussion.

TAB #5 INFORMATION: Committee Annual Work Plan / Issue Tracking &

Follow-up


No Discussion.

Public Comments – None

Board of Trustees Remarks – None

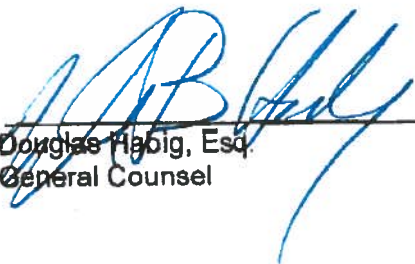
ADJOURNMENT 6:51 p.m.

Respectfully Submitted,


Marla D. Cox
Clerk of the Board

APPROVED AS TO FORM:

Reviewed by:


Douglas Flabig, Esq.
General Counsel