



**AGENDA**

**Community Relations Committee**

Tuesday, May 22, 2012 – 7:30 a.m. – 9:00 a.m.

**Location:**

Alameda Hospital (Dal Cielo Conference Room)  
2070 Clinton Avenue  
Alameda, CA 94501

**Office of the Clerk: (510) 814-4001**

This is being noticed as a Board meeting as a quorum may be present. Ex-officio members and non-committee members cannot vote on any item, whether or not a quorum of the Board is present. Members of the public who wish to comment on agenda items will be given an opportunity before or during the consideration of each agenda item. Those wishing to comment must complete a speaker card indicating the agenda item that they wish to address.

**I. Call to Order**

Stewart Chen, DC

A. Introductions

**II. Regular Agenda**

A. Action Items

1. Approval of Minutes –April 24, 2012 **ACTION ITEM** [enclosure]

Stewart Chen, DC

B. Wound Care Program

- 1. Kate Creedon Center for Advanced Wound Care
- 2. Program Presentation

Brian Jung  
Beth Brizee

C. Communications

- 1. Direct mail, print, and digital
- 2. Student Intern Program

Louise Nakada

D. Community Relations and Outreach

- 1. Community Event Calendar

Louise Nakada

E. CEO Update

Deborah Stebbins

F. Physicians Relations Update

Tony Corica

G. Alameda Hospital Foundation/Auxiliary

Dennis Eloë

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: June 26, 2012**



## Minutes of the Community Relations Committee

April 24, 2012

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>		<u>Management Present:</u>		
Stewart Chen, DC, Co-Chair		Terrie Kurrasch, Co-Chair Jim Franz Shubha Fanse	Tracy Zollinger, L.Ac. Monica Valerio Mike McMahon Bill Withrow Jeptha Boone, MD	Deborah Stebbins Tony Corica Dennis Eloie Louise Nakada	Erica Poncé	
<b><u>Absent:</u></b>						
Jordan Battani	Jim Yeh, DO James Kong, MD	Hien Doan				
<b><u>Guests:</u></b>						
Michaele Baxter, RN						
<b><u>Submitted by:</u></b> Erica Poncé						
<b>Topic</b>	<b>Discussion</b>				<b>Action / Follow-Up</b>	
I. Call to Order	Stewart Chen, DC called the meeting to order at 7:33 a.m.					
	A.	Introductions Self-introductions were made by attendees.				
II. Regular Agenda	A.	Action Items				
		1. Approval of Minutes: March 27, 2012			Bill Withrow made a motion to approve the minutes as presented. Terrie Kurrasch seconded the motion. The motion carried.	
	B.	Presentation				
		1. Certified Primary Stroke Center				

		<p>A report on Alameda Hospital's Stroke Program was presented by Michael Baxter, RN, Stroke Coordinator.</p> <p>Tracy Zollinger inquired as to the cost of stroke care, which is a common concern of the uninsured. Deborah Stebbins replied that our emergency room will treat anyone with signs of a stroke. The Hospital has a financial counselor who can help get patients qualified for programs.</p> <p>Mike McMahon asked how often press releases are sent out about this program. Ms. Nakada replied that she has a meeting with a patient who has a success story and they are looking at releasing that story to media.</p> <p>Shubha Farnse suggested that Stroke Center brochures be given out at physician's offices. Ms. Nakada replied that fliers for distribution have been given to physicians related to Alameda Hospital.</p>	
	C.	Communications	
		<ol style="list-style-type: none"> <li>1. Response to Media Commentary Ms. Nakada handed out Ms. Stebbin's response to a recent editorial. Ms. Stebbins added that (unlike the editorial claims) Hospital management is in communication with local government and has not refused to meet with local officials. Ms. Stebbins has scheduled a meeting with the author of the article to discuss his concerns.</li> <li>2. Social Media Update – Facebook, Twitter Mr. McMahon will lead a discussion on the use of social media for Alameda Hospital. Intern Angela Klein continues to post on Facebook and Twitter on a regular basis. Mr. McMahon stated that social media is one tool in the marketing toolbox and is only one portion of a marketing plan.</li> <li>3. Marketing and Communications Calendar Ms. Nakada handed out a Marketing and Communications update featuring monthly / ongoing updates as well as monthly additions for May through October 2012.</li> </ol>	
	D.	Community Relations and Outreach	
		<ol style="list-style-type: none"> <li>1. Let's Move Alameda Brochures and journals are available through Ms. Nakada's office. Information is being distributed to all teachers in our local school district.</li> </ol>	

		<p>Ms. Kurrasch suggested adding an online version of the brochure to our Facebook page.</p> <p>2. Community Event Calendar  A three-month calendar was distributed. The Asian / Pacific Islander Festival on May 20<sup>th</sup> was highlighted by Dr. Chen. Alameda Hospital will have a table at the festival with information and some free screenings. Volunteers are needed. Please see Ms. Nakada for volunteer opportunities. Mr. McMahon suggested that upcoming event information and advertisements be shared with local bloggers and media outlets for distribution.</p>	
	E.	Physician Relations Update – Comprehensive Orthopedic Program	
		<p>Tony Corica, Director of Physician Relations, announced that at the April District Board meeting, board members unanimously approved the start of an orthopedic program for Alameda Hospital which includes moving forward with contract negotiations with two fellowship trained orthopedic surgeons. This area needs a multi-specialty orthopedic program and it will also create much needed revenue for the Hospital. Social media and other marketing efforts will be used from the inception of this program.</p>	
	F.	CEO Update	
		<p>Ms. Stebbins announced that Kerry Easthope has received a promotion to the position of Alameda Hospital’s CFO. She also announced that Brian Jung is a new staff member who has been hired on as the new Chief Business Development Officer.</p> <p>The wound care center construction is about 50% complete, which is slightly ahead of schedule. The opening is scheduled for the end of June. Interviews are in progress to fill the Medical Director position as well as nursing and clerical.</p> <p>There are continual plans to work with outside agencies to coordinate efforts for the future of Alameda Hospital’s information technology needs and overall health of the Hospital. Management is also working with local agencies such as the San Leandro Chamber of Commerce and Harbor Bay Isle Owner’s Association Board to present information about our programs and future plans.</p>	

	G.	Alameda Hospital Foundation / Auxiliary – Antique Adventures II	
		<p>Dennis Eloe, Foundation Director, handed out information for the Great Antique Adventure event on June 7, 2012 at 4:00 pm at Michaan’s Auctions in Alameda.</p> <p>Mr. Eloe also reminded the committee that May 7<sup>th</sup> is the deadline for nominations for the Creedon Award.</p>	
III.	Board Committee Comments	Ms. Kurrasch suggested that in the future, we send as much information electronically as possible, reducing the amount of paper and printing needed. Mr. Withrow suggested looking into a recycling drop-box for people to use after meetings.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 9:04 a.m.	
VI.	Next Meeting	Tuesday, May 22, 2012 at 7:30 a.m.	

DRAFT