



AGENDA

Community Relations Committee

Tuesday, June 26, 2012 – 7:30 a.m. – 8:30 a.m.

Location:

Kate Creedon Center for Advanced Wound Care
815 Atlantic Avenue, Suite 100
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 –May 22, 2012 **ACTION ITEM** [enclosure]

Stewart Chen, DC

B. Kate Creedon Center for Advanced Wound Care

1. Center Tour

Beth Brizee

C. Community Relations and Outreach

Louise Nakada

1. Event Calendar

2. Report to the Community

D. CEO Update

Deborah Stebbins

E. Physicians Relations Update

Tony Corica

III. Board / Committee Comments

IV. Public Comments

V. Adjournment

VI. Next Meeting: July 24, 2012



Minutes of the Community Relations Committee

May 22, 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		Jeptha Boone, MD Jim Franz Mike McMahon	Tracy Zollinger, L.Ac. Monica Valerio Bill Withrow	Deborah Stebbins Tony Corica Dennis Eloie	Louise Nakada Erica Poncé
<u>Absent:</u>					
Jordan Battani	Jim Yeh, DO James Kong, MD	Terrie Kurrasch, Co-Chair	Shubha Fanse Hien Doan		
<u>Guests:</u>					
Beth Brizee, RN					
<u>Submitted by:</u> Erica Poncé					
Topic	Discussion			Action / Follow-Up	
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: April 24, 2012		Bill Withrow made a motion to approve the minutes as presented. Monica Valerio seconded the motion. The motion carried.	
	B.	Presentation			
		1. A report on Alameda Hospital's Kate Creedon Center for Advanced Wound Care was introduced by Brian Jung and presented by Beth Brizee, RN, Director.			

		<p>There was a discussion regarding the community’s perception of “wound care” and a “wound care center”. Marketing angles along with outreach and education to both the medical community and the general community were talked about. There was also discussion about being identified as “Kate Creedon Center for Advanced Wound Care”. The consensus was positive about the name; it honors Alameda heritage while appealing to a broader population. There was discussion about having multilingual outreach as well as networking with Clinica de la Raza which serves a large population in the Fruitvale area.</p>	
	C.	Communications	
		<ol style="list-style-type: none"> 1. Direct mail, print and digital A direct mail postcard is going out to households in Alameda about the Wound Care Center. Hospital Facebook and Twitter pages are continuing to grow. 2. Student Intern Program Community Relations office is looking for a college student summer intern to work eight hours a week. 	
	D.	Community Relations and Outreach	
		<ol style="list-style-type: none"> 1. Community Event Calendar A three-month calendar was distributed. Relay for Life information will be emailed. Discussion about the Fourth of July parade will take place at the June meeting. Please see Ms. Nakada for volunteer opportunities. Mr. McMahan suggested that upcoming event information and advertisements be shared with local bloggers and media outlets for distribution. 	
	E.	Physician Relations Update – Comprehensive Orthopedic Program	
		<p>Tony Corica, Director of Physician Relations, announced that one of the orthopedic surgeons has signed a contract with Alameda Hospital and we are waiting for the second to agree and sign as soon as this week.</p>	
	F.	CEO Update	
		<p>Ms. Stebbins spoke briefly about the budget deficit in California which is predicted to negatively affect District Hospitals this year.</p>	

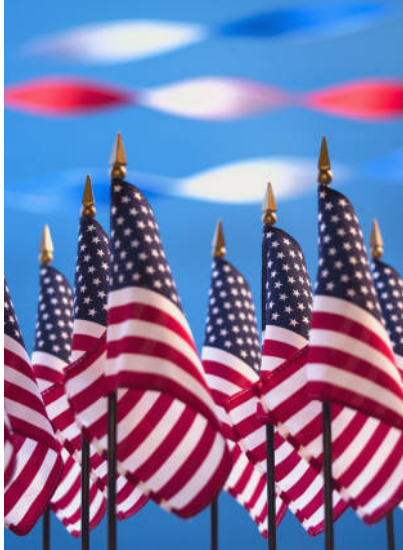
		<p>Ms. Stebbins met with Frank Mataresse, author of a negative article about the Hospital in the local newspaper. She stated that the meeting was very positive and they had a good discussion.</p> <p>The seats on the District Board for J. Micheal McCormick and Jordan Battani are on the ballot this year.</p>	
	G.	Alameda Hospital Foundation / Auxiliary – Antique Adventures II	
		<p>Dennis Eloe, Foundation Director, reminded members about the Great Antique Adventure event on June 7, 2012 at 4:00 pm at Michaan’s Auctions in Alameda.</p> <p>Mr. Eloe announced Dr. Jack Stehr as the 2012 recipient of the Creedon Award.</p>	
III.	Board Committee Comments	There were no Board Committee Comments at this time.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 9:00 a.m.	
VI.	Next Meeting	Tuesday, June 26, 2012 at 7:30 a.m. at the Kate Creedon Center for Advanced Wound Care, located at 815 Atlantic Avenue, Suite 100, in Alameda.	

Celebrating Independence Day
City of Alameda Mayor's
4th of July
Parade



Alameda Hospital Employees, Board of Directors, Foundation, Auxiliary, and Medical Staff are all invited!

We hope you can join us as we celebrate the 4th of July on the **Alameda Hospital Cable Car!**



The parade starts at 10 a.m. (on Lincoln Ave. and Park Street) and lasts 1.5—2 hours. The Cable Car leaves Alameda Hospital promptly at 8:45 a.m. and returns to the Hospital at about 12 Noon.

Bring your family! We need Cable Car Riders & Parade Walkers to hand out patriotic goodies.

If you'd like to participate, or have any questions, please call Louise at 814-4362 or e-mail: LNakada@alamedahospital.org.



Join the TEAM!

**Proceeds benefit the
American Cancer Society**

**Alameda's
Relay for Life!**

Alameda Hospital



**Relay
for Life**

SCRUBS

**Sat. & Sun., June 23-24,
Beginning at 10 a.m.
Encinal High School**

*24 Hour
Community Event!*

Since 1999, Alameda Hospital's Relay for Life Team has raised over \$15,000 for the American Cancer Society!

- Raise a minimum of \$100 dollars and receive a Relay t-shirt.
- Walk or jog around the track at Encinal High for 30 minutes (or more). You pick your times.
- Alameda Hospital Scrubs Team Dinner!
- 24 hours of Entertainment, Food, and Fun for the Entire Family!
- Establish a "Personal Goal" (walk 10 laps, 20 laps, even 50 laps . . . one year, a "Scrub" walked a marathon!)
- Pitch a tent and spend the night. We're always looking for walkers in the wee hours of the morning (optional).
- Still not sure . . . Call Louise Nakada (x4362) or Kristen Thorson (x4001)
- Join the fight against cancer! Sign up or sponsor a team member today!

Lace up your shoes, pack your sleeping bag and tent, and join the Alameda Hospital SCRUBS in the fight against Cancer.

Log on to: www.events.cancer.org/rflalamedaca

Click: "join the team"

