



**AGENDA**

**Community Relations Committee**

Tuesday, November 27, 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**

Terrie Kurrasch

A. Introductions

**II. Regular Agenda**

A. Action Items

1. Approval of Minutes –June 26, 2012, September 25, 2012

Terrie Kurrasch

**ACTION ITEM** [enclosure]

B. Committee Membership Discussion

Terrie Kurrasch

C. Long Term Care Overview

Richard Espinoza

1. Waters Edge, South Shore, Subacute Unit

D. New Programs Update

Brian Jung

E. Community Relations and Outreach

Louise Nakada

1. Marketing and Communications

2. Community Events

F. CEO Update [enclosure]

Deborah Stebbins

G. Physician Relations Update

Tony Corica

H. Foundation Update

Dennis Eloë

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: January 22, 2013**



## Minutes of the Community Relations Committee

June 26, 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	Jim Yeh, DO	Mike McMahon Shubha Fanse	Tracy Zollinger, L.Ac. Monica Valerio Bill Withrow	Deborah Stebbins Tony Corica Beth Brizee, RN	Louise Nakada Erica Poncé Brian Jung		
<b><u>Absent:</u></b>							
Jordan Battani	James Kong, MD	Terrie Kurrasch, Co-Chair Hien Doan	Jeptha Boone, MD Jim Franz	Dennis Eloie			
<b><u>Guests:</u></b>							
n/a							
<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 7:40 a.m.						
	A.	Introductions Self-introductions were made by attendees.					
II. Regular Agenda	A.	Action Items					
		1. Approval of Minutes: May 22, 2012				Bill Withrow made a motion to approve the minutes as presented. Mike McMahon seconded the motion. The motion carried.	
	B.	Kate Creedon Center for Advanced Wound Care					
		1. Center Tour					

		<p>The following staff members were introduced:</p> <ul style="list-style-type: none"> <li>• Linda Marie, RN, BSN, Clinical Nurse Manager</li> <li>• Jennifer Bouchard, RN, BSN, Rn Case Manager</li> <li>• Alex Weill, HBOT Technician</li> <li>• Melissa Bass, Office Coordinator</li> </ul> <p>A tour of the Center was given by Beth Brizee, RN, BSN, Program Manager, to all in attendance with opportunities for attendees to ask questions.</p>	
	C.	Community Relations and Outreach	
		<p>1. Community Event Calendar A three-month calendar was distributed.</p> <p>Louise Nakada reported that the Relay for Life went very well and Alameda Hospital raised close to \$2,000.</p> <p>All are welcome to join the Fourth of July celebration parade. The cable car leaves the Hospital at 8:45 a.m. We are seeking volunteers who will hand out goodies along the parade route.</p> <p>All are encouraged to attend a Meals on Wheels annual event on July 15. For more details on this or any other event, please contact Louise Nakada.</p> <p>2. Report to the Community The annual Report to the Community will go out in October and will highlight new programs and awards received by the Hospital over the last year.</p>	
	D.	CEO Update	
		<p>Ms. Stebbins reported that the Hospital continues to await certification for Waters Edge which Management has been actively pursuing for seven months now.</p> <p>Management has been having productive discussions for a future working relationship with Alameda County Medical Center (e.g. the VA extending capabilities through non-VA institutions and Alameda Hospital being available for overflow of patients from APMC).</p> <p>Ms. Stebbins welcomed the committee and attendees to join Long Term</p>	

		Care Administrator Richard Espinoza for an Open House event at South Shore Skilled Nursing Facility on June 27, 2012 from 4:00 to 6:00 p.m.	
	E.	Physician Relations Update – Comprehensive Orthopedic Program	
		Alameda Hospital looks forward to the beginning of the Comprehensive Orthopedic Program in mid-October 2012.	
III.	Board Committee Comments	Shubha Fanse stated concern for the lack of parking. Mr. Corica replied that he would look into that issue. Ms. Fanse also requested that a medical disposal facility be made available at Alameda Hospital.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 8:55 a.m.	
VI.	Next Meeting	July 24, 2012 at 7:30 a.m. in Conference Room A, Alameda Hospital.	



## Minutes of the Community Relations Committee

September 25, 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		Jim Franz Mike McMahon Monica Valerio	Bill Withrow Tracy Zollinger, L.Ac.  Deborah Stebbins Tony Corica Dennis Elo Richard Espinoza
			Brian Jung Louise Nakada Erica Poncé
<b><u>Absent:</u></b>			
Jordan Battani	James Kong, MD Jim Yeh, DO	Terrie Kurrasch, Co-Chair Hien Doan	Jeptha Boone, MD Shubha Fanse
<b><u>Guests:</u></b>			
Dwight Jennings			
<b><u>Submitted by:</u></b> Erica Poncé			
Topic	Discussion		Action / Follow-Up
I. Call to Order	Stewart Chen, DC called the meeting to order at 7:36 a.m.		
	A.	Introductions Self-introductions were made by attendees.	
II. Regular Agenda	A.	Action Items	
		1. Approval of Minutes: June 26, 2012	No action was taken: A quorum of members was not present. This Action Item is deferred until the next meeting.
	B.	New Initiatives	
		1. Creedon Wound Center Brian Jung presented an update on Kate Creedon Center for	

		<p>Advanced Wound Care. The center has exceeded pro forma expectations and there are encouraging patient success stories.</p> <p>2. Multi-Specialty Orthopedic Program The opening of Bay Area Bone &amp; Joint Center is less than one month away. The newest physicians, Nicholas Pirnia, MD and James DiStefano, MD are looking forward to moving into their new office space located at 947 Marina Village Parkway in Alameda.</p> <p>3. Farmer's Market There was discussion regarding the possibility of hosting a Farmer's Market in the Alameda Hospital parking lot which will feature Asian vegetables. There was an open discussion during which time concerns about the effects of a market on parking, neighbors, and small local produce/grocery stores was shared. Mr. Jung added that the parking situation is being observed and taken into strong consideration. A small Farmers Market is planned for the Health Fair in October.</p>	
	C.	Community Relations and Outreach	
		<p>1. Report to the Community A three-month calendar was distributed. Louise Nakada distributed a draft of the Annual Report to the Community which is going out soon and will highlight new programs and awards received by the Hospital over the last year.</p> <p>2. Community Events – Community Health Fair The annual Community Health Fair is being held on October 20, 2012 from 9:00 a.m. to 12:00 p.m. There will be a variety of health screenings, activities, and exhibits for the entire family. Mark your calendar, and join us to volunteer for this community outreach event.</p> <p>3. Event Calendar Ms. Nakada handed out a three-month calendar with upcoming community events.</p>	
	D.	CEO Update	
		Ms. Stebbins shared updates on the State Budget, Long Term Care Development, Hospital Sponsored Events and Activities, and Key Statistics for August 2012.	
	E.	Physician Relations Update – Comprehensive Orthopedic Program	
		Alameda Hospital looks forward to the beginning of the Comprehensive	

		Orthopedic Program in mid-October 2012. There has been active recruitment for urologists to operate (at least part time) out of South Shore Center. Golden Gate Urology will begin to operate from our clinic at South Shore a couple of partial days each week.	
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 8:58 a.m.	
VI.	Next Meeting	November 27, 2012 at 7:30 a.m. in Conference Room A, Alameda Hospital.	

DRAFT

DATE: November 2, 2012

FOR: November 7, 2012 District Board Meeting

TO: City of Alameda Health Care District, Board of Directors

FROM: Deborah E. Stebbins, Chief Executive Officer

SUBJECT: CEO Report to the Board of Directors

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## 1. Human Resources

### CNA Follow-up From October 3, 2012 District Board Meeting

At the Board meeting on October 3<sup>rd</sup>, several RNs from the subacute unit came forward during the public comment section with concerns regarding the staffing level of licensed nurses on the unit. The LTC Administrator, Richard Espinoza, had already identified the need to better balance the schedule with a more routine pattern so that all shifts were covered with the appropriate number of licensed staff and had started working toward a resolution.

Since that time, we have met with the CNA Union and the RN staff from the subacute unit and came to a mutual agreement on a staffing pattern that provides coverage at the appropriate level. This was a very collaborative process and we appreciated the time and efforts of all staff involved in this process. This schedule also provides staff with a more routine pattern that allows them to better predict when they are working and will reduce unexpected and unnecessary overtime. The next phase will be to realign the LVN staffing. Our intent is to accomplish this within the next month.

### New Hires

The Hospital was successful in the recruitment of Lola Smart, as the new Business Office Manager. She started on October 29, 2012 and will oversee the operations of Patient Financial Services (see attached introduction letter).

### Safety Fair

The Hospital's annual Safety Fair was held on October 30, 2012. This event is held to promote safety for the entire staff of the hospital, including physicians and auxiliary. Thank you to physicians and staff that donated raffle prizes for the event.

## **2. Nursing Updates:**

### New Equipment

The Hospital recently purchased several items on the FY2013 capital budget, including a Glidescope, Interosseous Punch, and Vein Finder that will assist physicians in the treatment of patients at the Hospital. In addition, ventilators in the Subacute Unit and Critical Care Unit are being replaced with newer models through the current lease agreement.

### Joint Commission Survey Preparation

Joint Commission Tracers started in preparation for the tri-annual survey around the 2<sup>nd</sup> quarter of 2013 and Stroke Certification Survey in the 3<sup>rd</sup> quarter of 2013. The hospital successfully passed the interim survey process for Joint Commission Stroke Certification in mid October.

## **3. Long Term Care**

### South Shore

South Shore continues to do well in terms of clinical and rehabilitative outcomes and with its census. For this fiscal year, South Shore is ahead of budget for overall census and has surpassed first quarter goals. With a continued focus on rehabilitation, we are sending our residents home in very stable condition, ensuring our residents are at their highest practicable levels in order to promote their independence. Having our residents discharge at higher independent levels assists in lowering hospital readmission rates.

### Subacute

Subacute continues to work with referring facilities in Northern California to assist with placement of residents. Staffing alignment and restructuring has been a major focus. With close collaboration with the CNA representative and staff, RN staffing is more fluid and consistent with a focus on appropriate levels. LVN and CNA schedules are our current focus.

### Waters Edge

Waters Edge has had many positive changes occur in the first three months of operation and has had a successful start. Census has been ahead of budget, also surpassing first quarter goals, and the skill mix has changed dramatically. Focusing on the clinically complex resident and on post acute rehabilitation, the facility has been perform rehabilitation services on approximately 30% of the facility and continues to grow this service line. The facility also had a well attended Open House on October 30th to unveil the upgraded paint, art, furniture and lobby giving the facility a fresh and updated look. Referral sources on and off the island continue to grow and contract development is in the works.

#### **4. Bay Area Bone & Joint Center Update:**

The Bay Area Bone & Joint Center opened its doors for business on October 22, 2012. The practice includes fellowship-trained orthopedic surgeons, Dr. Nick Pirnia and Dr. James G. DiStefano, along with Dr. Jack Stehr. Dr. Stehr currently plans to move to the BAB&JC when the permanent facility is completed, which is anticipated in Q1 2013. The temporary offices are located at 947 Marina Village Parkway in the Marina Village Shopping Center behind the CVS Pharmacy. In the first two days, the Center has treated 6 patients, with one surgery scheduled for the end of the week. Marketing highlights include placement of numerous ads in local papers, a postcard maildrop to all residents of Alameda, in-person meetings at the Alameda Health Fair (1500 attendees) and ongoing introductions to hospital medical staff. Over the next few weeks many meetings are planned with local professional, social, and civic organizations and individuals, as well as cross-promotional opportunities with the Creedon Wound Center.

#### **5. Kate Creedon Center for Advanced Wound Care Update:**

The start-up operations of the Kate Creedon Center for Advanced Wound Care continue to run smoothly. With the wound care and HBOT training of Dr. Gingrey in October, and completed wound care training of Dr. Belek and upcoming training in HBOT in November, the Center is now able to achieve full physician coverage five-days a week. As a result, more patients needing complex treatments can be seen, including those needing treatment modalities such as bio-engineered skin substitutes and HBOT. These higher margin procedures promise to contribute positively to the hospital's financial stability.

#### **6. Seismic and Capital Projects Update:**

##### Seismic

Steady progress was made on the three NPC2 upgrade projects due on December 31, 2012. However, the bulk oxygen tank replacement project is not likely to be completed until Q2 2013 due to delays by the equipment manufacturer and a lengthy OSHPD review process. All construction documents and plans have been completed, except for some structural drawings and calculations that the vendor must supply. OSHPD submission of the bulk oxygen tank project is anticipated in mid-November. A public bid process to select a construction contractor will follow OSHPD approval of the plans. Completion of construction and installation is estimated to be 6 months from the date of OSHPD approval.

Plans for the anchoring of emergency lighting in the East building were completed and submitted to OSHPD in October. Approval is expected in November, with subsequent construction and completion of the project possible by the end of 2012. Compliance regarding the third NPC2 project, compliance

with emergency communications regulations, will be determined by an OSHPD ruling on our completed submission made in October.

#### SB90/SB499 Extension Update

Alameda Hospital completed its application to extend the deadline to become SPC2 compliant beyond the current deadline of December 31, 2012 and await a final decision from OSHPD. As part of the application process, the required HAZUS 2010 Report was successfully submitted in advance of the September 30, 2012 report deadline, and the annual SB499 filing was also completed in time to remain OSHPD compliant.

#### CMS Sprinkler Project Update

This project is on schedule to be completed before the August 18, 2013 deadline. A contract with Honeywell Inc. was executed to enable required upgrading of a fire panel, and a required asbestos survey was completed in late September. This will enable Taylor Architects to complete the remaining work on construction documents and plans that will be submitted for OSHPD approval sometime in late November. A "rapid review" processes by OSHPD is expected, and subsequent public bid process should allow the estimated 100 days or less of construction to be finished by the mandated deadline.

### **7. District Hospital Leadership Forum | DSRIP Update**

The hospital has submitted a three-year proposal for delivery system reform under California's Section 1115 Waiver's Delivery System Reform Incentive Pool (DSRIP) Program, which is designed to promote a higher quality of care and improved health of patients and families served by the state's Non-Designated Public Hospitals. Projects in two required Intervention Categories were identified. In Category I: Infrastructure Development, we chose Orthopedic Specialty Expansion, and in Category II: Innovation & Design, we chose Chronic Care Management Expansion - Advanced Wound Care. The process and improvement measures and metrics that will be used to determine granting of the financial incentive payments are currently being evaluated by CMS, and upon approval, we will begin to track and report progress used for the potential disbursement of federal funds to the hospital.

### **8. District Board Referral Process Clarification**

The District Board Referral Policy outlines a process and protocol for an individual Board Member to add an item to the Board's agenda related to the City of Alameda Health Care District and Alameda Hospital and its operations.

The District Bylaws state an additional method of adding an item to the Board's agenda as stated below:

“The President of the Board, in consultation with the CEO of the District, shall determine the agenda, provided that any two Board members may specify that an item be on the agenda.”

In order to clarify the process in which any two Board members may add an item to a Board agenda, as stated in the Bylaws, the District Clerk through the CEO and Legal Counsel will revise the policy to include more detail as to method of delivery, timelines, etc. A revised policy will be presented for Board’s review at the December District Board meeting.

## **9. Physician Relations**

A physician survey is scheduled to be conducted prior to year's end. Those responses will be compiled in early and will assist the Hospital to identify areas where physicians and the Hospital can work together to improve our hospital for our patients.

## **10. Foundation | Auxiliary Update**

At the Foundation's Annual Meeting held in October, two new members were voted on to the Board of Directors, Terrie Kurrasch and Scott Hennigh. Also, the membership approved the recommendation to appoint David Hewitt as an Honorary Director.

Sixty members of the Auxiliary attended the annual Hours Luncheon (an event to honor our volunteers) held on Oct. 17. A highlight of the meeting was the introduction of Dr. Nicholas Pirnia. Also, the Auxiliary Board of Director held there November 1<sup>st</sup> meeting at our new Kate Creedon Center for Advance Wound Care.

***(Key Statistics on following page)***

## 11. Key Statistics – October 2012

District Board Meeting  
Key Statistics October 2012  
November 7, 2012 Report to Board

	October Preliminary	October Budget	% Δ compared to Budget	% Δ compared to September	September Actual
Average Daily Census	181.87	181.77	0.1%	0.7%	180.53
Acute	27.13	31.68	-14.4%	-8.0%	29.50
Subacute	32.29	32.94	-2.0%	-4.2%	33.70
South Shore	21.97	21.16	3.8%	-1.6%	22.33
Waters Edge	100.48	96.00	4.7%	100.0%	95.00
Patient Days	5,638	5,635	0.1%	4.1%	5,416
ER Visits	1,385	1,423	-2.7%	0.2%	1,382
Wound Care Visits	245	150	63.3%	41.6%	173
OP Registrations (excl WC)	2,164	1,954	10.7%	29.6%	1,670
Total Surgeries*	193	187	3.2%	14.9%	168
Inpatient Surgeries	38	38	0.0%	-20.8%	48
Outpatient Surgeries	155	149	4.0%	29.2%	120
Case Mix Index	1.3059				1.3066