



**AGENDA: Community Relations Committee**

**Tuesday, March 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**

Stewart Chen, DC

A. Introductions – Beth Brizee, Advanced Wound Care Center Program Director

**II. Regular Agenda**

A. Action Items

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

Stewart Chen, DC

2. Approval of Committee Membership **ACTION ITEM** [enclosure]

B. Alameda Hospital Update

1. Presentation / CEO Update

Deborah Stebbins

C. Communications

1. Social Media – Facebook, Twitter

Louise Nakada

Angela Kline

2. Direct Mail Postcard

Louise Nakada

D. Community Relations and Outreach

1. Let’s Move Alameda

Louise Nakada

2. Upcoming Community Events

3. Hospital Volunteer Celebration – April 17, 2012

Dennis Eloe

E. Alameda Hospital Foundation – Kate Creedon Award [enclosure]

Dennis Eloe

F. Physician Relations Update

Tony Corica

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: April 24, 2012**



**Minutes of the Community Relations Committee**

January 24, 2012

<b><u>Board Members Present:</u></b>		<b><u>Medical Staff Present:</u></b>		<b><u>Community Members Present:</u></b>		<b><u>Management Present:</u></b>	
Stewart Chen, DC, Chair Jordan Battani		Jim Yeh, DO		Terrie Kurrasch, Co-Chair Jim Franz Shubha Fanse		Tracy Zollinger, LaC Monica Valerio Mike McMahon	
						Deborah Stebbins Tony Corica Dennis Eloie Louise Nakada	
<b><u>Absent:</u></b>							
		James Kong, MD		Hien Doan		Jeptha Boone, MD Bill Withrow	
						Kristen Thorson	
<b><u>Guests:</u></b>							
Intern: Angela Kline							
<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 7:35 a.m.					
	A.	Introductions Dr. Chen welcomed Jordan Battani as the newest committee member. Dr. Chen called on Jim Franz who spoke about a Community Needs Survey for Alameda. Mr. Franz will send an email with information to interested parties.					
II.	Regular Agenda	A. Action Items					
		1. Approval of Minutes: November 15, 2011				Jim Franz made a motion to approve the minutes as presented. Monica Valerio seconded the motion. Jordan Battani abstained from voting. The motion carried.	
	B.	Committee Membership Networks					

	<p>1. Committee Membership Information Form</p> <p>Louise Nakada distributed a form entitled “Community Relations Committee Personal Information Sheet” and asked that interested parties complete and turn in. Mike McMahon suggested that an orientation packet be made available which would explain the goals of the committee, equip volunteers with talking points, and explain current initiatives.</p>	
	<p>C. Communication Update</p>	
	<p>1. Community Care Program Article</p> <p>On Friday, January 13, a local Chinese newspaper published an article entitled “Alameda Hospital Free Health Care” featuring Dr. Chen. Since its publication, the Hospital has received several calls and visitors inquiring about what they read and seeking free health care. Ms. Nakada worked with Hospital Management in producing a press release correcting the misinformation. The new article was published on Friday, January 20, and seemed to remedy the situation. Ms. Nakada also printed the information in English and Chinese and has equipped staff members with this information to make available to visitors. Discussion between Committee Members and Hospital Management ensued:</p> <ul style="list-style-type: none"> <li>a. Dr. Chen noted that the article referenced the Hospital’s Charity Care policy, which is not a program to encourage free health care</li> <li>b. Jordan Battani clarified that this was not a news item to begin with. It was simply a clarification of an internal policy. Charity Care is not a program, it is a policy mandated by government which all hospitals must have. The newspaper improperly portrayed it as a free care program.</li> <li>c. Deborah Stebbins suggested that the public relations strategy in this case be to put the issue to rest and not issue any further information to the press at this time.</li> <li>d. Ms. Battani suggested that Alameda Hospital become accustomed to sending out regular press releases regarding positive news and events.</li> </ul> <p>2. Web Site Statistics and Modifications</p> <p>Ms. Nakada reported that modifications have been made to the alamedahospital.org website, specifically in regards to meeting notices and agendas with links to informational attachments. There has been a 25-50%</p>	

	<p>increase in clicks to various pages related to the District Board. Whereas there is increased volume, Ms. Nakada is working to make the site more user friendly. Shubha Fpanse had questions regarding internet advertising. Ms. Nakada replied that our website has a Google AdWords campaign that has been in progress for a few years and during t his website improvement project, key search-words are being refined.</p>	
	<p>D. Community Relations and Outreach</p>	
	<ol style="list-style-type: none"> <li>1. Community Outreach Intern Program Ms. Nakada introduced Angela Klein who will spend two half-days each week at the Hospital. Ms. Klein will continue communication efforts within the community and establish a social media presence for the Hospital. Ms. Nakada asked for committee members who become aware of community events, to let her know.</li>   <li>2. FACES Program Update Ms. Nakada reported that Brook Briggance, representing Faces for the Future, is looking into the possibility of a student program in Alameda which would work in conjunction with the Hospital. The involvement would mean that students are present for two hours each day, five days a week. A brief discussion took place regarding this program. Mike McMahon spoke about a FACES summer program which may help to offset the program cost.</li>   <li>3. Upcoming Community Events Ms. Nakada distributed a calendar highlighting events and volunteer opportunities during the first quarter of CY 2012. Dr. Chen suggested that badges get issued out for volunteers. Ms. Battani suggested the addition of a website link on the paper calendar to give the online calendar address. Mr. McMahon suggested that email reminders of events are sent our two weeks in advance.</li>   <li>4. Chinese Delegation Mr. Eloie reported that he has been working with Mike Robles-Wong to host an event with 10 Chinese students and their dean. The students are in America studying American government and business structure. Mr. Eloie invited community members and staff to attend a luncheon on Wednesday, January 25 in Conference Room A.</li> </ol>	

	E.	CEO Update	
		<ol style="list-style-type: none"> <li>1. Alameda Hospital Management is currently exploring opportunities to establish relationships with physician affiliations, hospitals and other organizations.</li> <li>2. Permits have been received from the City of Alameda for our Wound Care Center. Management will interview candidates for open positions. Financing is in the process of being finalized.</li> <li>3. Waters Edge transition meetings continue to take place twice each week. There are many internal transitions taking place including licensure changes with the State of California. The employees have a positive outlook. Mr. McMahon inquired as to the affect of the State budget changes. Ms. Stebbins replied that the AB97 reduced reimbursement rates for skilled nursing facilities and subacute units was devastating with a \$2.2 million potential loss. The California Hospital Association prevailed with an injunction against the State. The State challenged it in court and it failed. However, because this will most likely be in the courts for a time, the Hospital budget planning is moving forward assuming that the cuts will continue.</li> </ol>	
	F.	Alameda Hospital Foundation / Auxiliary Update – Telecare Program	
		Mr. Eloe reported that the Hospital Auxiliary is launching a Telecare Program to reach out to patients who have been discharged with a follow up phone call. No health advice will be given and only patients who sign up for the program will be called. Ms. Battani suggested that they use a different name due to “Telecare” being an established company name unrelated to the Hospital.	
	G.	Physician Relations Update	
		Tony Corica reported that he has met with six physicians in the past two weeks with intentions of increasing surgical volume. Applications have been sent out to three of those physicians.	
III.	Board Committee	Tracy Zollinger spoke about her focus to encourage the community to be proactive about their own health through education, self-evaluation and basic	

Comments		<p>care. She is hosting a seminar on Saturday, January 28. Please see Ms. Zollinger for more information.</p> <p>Monica Valerio expressed an interest in hosting a „Hands On CPR“ with the Red Cross at Alameda Hospital. She would like to extend this service to the community. It is a one-hour course which does not involve mouth-to-mouth resuscitation. The Red Cross has found that citizens are more apt to get involved if it does not involve mouth-to-mouth.</p> <p>Ms. Battani proposed the idea of a Ten Year Anniversary Celebration to recognize the creation of the City of Alameda Health Care District which is coming up this spring. This is the first district formed in California in over 40 years which is not government sponsored. It would be a celebration of committment from the community, highlighting the positive accomplishments in the past ten years.</p>	
IV. Public Comments		There were no public comments at this time.	
V. Adjournment		The meeting was adjourned at 8:56 a.m.	
VI. Next Meeting		February 28, 2012	



Date: March 28, 2012

For: April 2, 2012 District Board Meeting

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

Through: Community Relations and Outreach Committee

From: Stewart Chen, DO, Chair - Community Relations and Outreach Committee  
 Terrie Kurrasch, Co-Chair - Community Relations and Outreach Committee

Subject: Approval of Membership to the Community Relations and Outreach Committee for CY 2012

**RECOMMENDATION:**

The Community Relations and Outreach Committee recommends the following slate of committee members be reappointed for calendar year 2012.

	Voting Member
<b><u>Medical Staff</u></b>	
Jim Yeh, DO	✓
James Kong, MD	✓
<b><u>Community at Large</u></b>	
Terrie Kurrasch, Co-Chair	✓
Jeptha Boone, MD	✓
Hien Doan	✓
Shubha Fanse	✓
Jim Franz	✓
Mike McMahon	✓
Monica Valerio	✓
Bill Withrow	✓
Tracy Zollinger, LaC	✓

## **BACKGROUND:**

The Board of Directors, on January 9, 2012, reappointed Stewart Chen, DO as Chair of this committee and Jordan Battani as the second voting member from the Board of Directors. Per the approved committee structure, committee membership shall be appointed annually.

The following structure has been approved by this committee as well as the District Board of Directors. Similar committee structures have been developed for other two board designated committees (Finance and Management Committee and Board Quality Committee).

### 1. Community Relations Committee:

- a. **Primary Purpose:** The primary purpose of the Community Relations Committee is to develop a community engagement and outreach plan that supports the hospital's strategic plan and annual goals. The Committee advises the board on strategies and programs to enhance health care services to the community, increase the district's (hospital's) market share, effectively position the hospital for success based on information flow with the community and elected officials and support the fund-raising objectives of the Alameda Hospital Foundation.
- b. **Committee Composition and Voting Rights:** The committee shall be comprised of the following members:
  - i. At least two members of the City of Alameda Health Care District Board of Directors all of whom shall be voting members of the committee. One of these members also shall be appointed to serve as the committee co-chair. The other co-chair will be an at large member from the community who will be elected each year.
  - ii. The President of the City of Alameda Health Care District Board of Directors shall be an ex-officio, non-voting member, unless the President is serving as a voting member of the committee.
  - iii. Up to three members of the Alameda Hospital Medical Staff all of whom shall be voting members of the committee.
  - iv. Up to eleven at large members chosen for expertise needed by the district all of whom shall be voting members of the

committee. At least one member at large shall also be a member of the Alameda Hospital Foundation Board.

- v. The City of Alameda Health Care District Chief Executive Officer, and other hospital management as delegated, who shall not be voting members of the committee.

The Executive Director of the Alameda Hospital Foundation and the Director of Community Relations shall serve as staff to the Committee and collaborate with the Committee co-chairs on the preparation of agenda.

- c. Terms: The committee shall be appointed annually.
- d. Meeting Frequency: Committee shall meet monthly.

## Special Notice



The Alameda Hospital Foundation is now accepting nominations for the:



### **KATE CREEDON AWARD**

In 1894, a pioneering young nurse by the name of Kate Creedon founded the Alameda Sanatorium, which later became Alameda Hospital. In recognition of her dedication and interest in the care of Alamedans, the Alameda Hospital Foundation has established the Kate Creedon Award.

This annual recognition will honor an individual who has had an outstanding career and has made an impact on the healthcare of Alameda citizens. The award will be presented at the Foundation's annual gala event in the fall. Nominations must be in writing and must include a narrative that describes the nature and extent of the nominee's contributions to healthcare.

#### **Selection Criteria**

- Fifteen years in the healthcare field with at least five years in Alameda
- A high level of professional achievement
- An interest in the welfare of people
- An affiliation with Alameda Hospital
- Service in the community

To nominate a person please provide the following:

**Nominee Information:** Name, address (home or business), phone/email.

**Nominator Information:** Name, address, phone/email, signature and date.

**Narrative:** Address each criteria and why the person deserves recognition. (1 page only).

**Vitae:** Enclose current vitae (if available).

Nominations must be received by *Monday, May 7, 2012* and should be directed to the attention of Dennis Elo, Alameda Hospital Foundation, 2070 Clinton Avenue, Alameda, CA 94501 and/or emailed to [deloe@alamedahospital.org](mailto:deloe@alamedahospital.org).



**KATE CREEDON AWARD**

**NOMINATION FORM**

**I/WE WISH TO NOMINATE** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**NARRATIVE (INCLUDE SERVICE IN THE COMMUNITY):**

**NOMINATED BY:** \_\_\_\_\_