



**AGENDA**

**Community Relations Committee**

Tuesday, March 26, 2013 – 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 –November 27, 2012 & January 22, 2013  
**ACTION ITEM** [enclosures]

Terrie Kurrasch

B. Slate for 2013 Committee Membership **ACTION ITEM** [enclosure]

Terrie Kurrasch

C. Leveraging our Community Network

Jordan Battani

D. Primary Stroke Center Update

Tony Corica

E. Community Relations and Outreach

Louise Nakada

- 1. Marketing and Social Media
- 2. Community Events
- 3. Volunteer Celebration

F. CEO Update [enclosure]

Deborah Stebbins

G. Physician Relations Update

Tony Corica

H. Auxiliary / Foundation Update

Louise Nakada

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: May 21, 2013**



## Minutes of the Community Relations Committee

November 27, 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 Mike McMahon Monica Valerio	Bill Withrow Tracy Zollinger, L.Ac. Jeptha Boone, MD
			Deborah Stebbins Tony Corica Dennis Eloie Richard Espinoza
			Brian Jung Louise Nakada Erica Poncé
<b><u>Absent:</u></b>			
Jordan Battani	James Kong, MD Jim Yeh, DO	Jim Franz Hien Doan	Shubha Fanse
<b><u>Guests:</u></b>			
Jeanette Malbranch	Jaseon Outlaw	Karen Fong	
<b><u>Submitted by:</u></b> Erica Poncé			
<b>Topic</b>	<b>Discussion</b>		<b>Action / Follow-Up</b>
I. Call to Order	Terrie Kurrasch 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		Bill Withrow made a motion to approve the minutes as presented. Tracy Zollinger seconded the motion. The motion carried.
	2. Approval of Minutes: September 25, 2012		Jeptha Boone made a motion to approve the minutes as

			presented. Mike McMahon seconded the motion. The motion carried.
	B.	<p>Committee Membership Discussion</p> <p>Ms. Kurrasch announced that there will be a letter sent out to the Committee members to gauge their interest in continuing to serve on the Committee for calendar year 2013. She added that the Committee meetings are at least quarterly, but at this time the meetings are every other month.</p>	
	C.	<p>Long Term Care Overview</p> <p>Waters Edge, South Shore, Subacute Unit</p> <p>Richard Espinosa, Director of Long Term Care Operations, gave a report about the long term care facilities of the District. Waters Edge is licensed for 120 beds, but comfortably fits 110. There are currently 104 patients/residents. South Shore has a total of 26 beds and is at 92% capacity. The subacute units have 35 beds and are currently near capacity. All three long term care facilities have surpassed fiscal goals for the first quarter of this new fiscal year. A focus is being given to quality of life for each of the residents and patients. This new focus can be seen through the remodeling of the facilities, the addition of a psychologist, massage therapy, physical therapy, field trip outings, and more.</p> <p>During a time of questions and comments, discussion included measuring patient/family satisfaction, family support, and social workers. Mr. Espinosa welcomed Committee members to contact him if they are interested in beginning new professional services for the patients and/or volunteering their time.</p> <p>There was further discussion regarding getting information to the community through press releases, a brochure which encompasses all long term care units, and asking Deborah Stebbins, CEO, to post a "My Word" editorial in the Alameda Journal.</p>	
	D.	<p>New Programs Update</p> <p>Brian Jung, Chief Business Development Officer, provided an update on the Kate Creedon Center for Advanced Wound Care and the Bay Area Bone &amp; Joint Center.</p>	

		<p>The Wound Care Center is ahead of budget and has had over 700 patient visits. One of the goals of the Center was to attract patients from off-island; they have succeeded in this goal with approximately 70% of the patients coming from outside of Alameda. The Hyperbaric Oxygen Therapy treatments are going well, and are operating at 90% capacity.</p> <p>The Bay Area Bone &amp; Joint Center is the District's new comprehensive orthopaedic program, located at 947 Marina Village Parkway. The website is <a href="http://www.bayareabonejoint.com">www.bayareabonejoint.com</a>, and has information and a video. The physicians have been actively involved in the community at speaking engagements and meetings for marketing purposes. The Committee is welcome to attend an open house on Wednesday, December 12, 2012 at 5:30 p.m.</p>	
	E.	Physician Relations Update	
		<p>Tony Corica, Director of Physician Relations, updated the Committee regarding physician relations. On November 15, 2012, a successful Physician's Mixer was held to introduce new physicians to existing Medical Staff members. On Monday and Friday mornings, Golden Gate Urology is seeing patients in their new South Shore office. A physician satisfaction survey is being sent out this month, and the results will be available in early 2013. There are currently active discussions with a general surgeon who has shown interest with joining our Medical Staff.</p>	
	F.	Foundation Update	
		<p>Dennis Eloë, Foundation Director, highlighted the dates of the upcoming employee appreciation celebrations and encouraged Committee participation:</p> <p>Holiday Luncheon: December 18, 2012 from 11:30 a.m. to 1:00 p.m.  Holiday Dinner: December 18, 2012 from 5:30 p.m. to 6:30 p.m.  Holiday Breakfast: December 19, 2012 from 7:15 a.m. to 8:15 a.m.</p> <p>Mr. Eloë also announced the annual Masquerade \$5 Sale, December 13 and 14, 2012 in the Dal Cielo Conference Room beginning at 7:00 a.m. each day.</p>	
III.	Board Committee Comments	<p>Dr. Stewart Chen thanked the Committee for their support over the past two years that he has served as Committee Chair. He asks that the Committee continue to look for ways to grow and add members in the near future.</p> <p>Mike McMahon asked that Committee leaders consider updating the</p>	

		Committee regarding strategic planning and future direction for the District.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 8:54 a.m.	
VI.	Next Meeting	January 22, 2013 at 7:30 a.m. in The Dal Cielo Conference Room, Alameda Hospital.	

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## Minutes of the Community Relations Committee

January 22, 2013

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>	<u>Management Present:</u>
		Terrie Kurrasch, Co-Chair Mike McMahon Monica Valerio	Bill Withrow Tracy Zollinger, L.Ac. Jeptha Boone, MD
			Deborah Stebbins Tony Corica Richard Espinoza
			Dennis Eloie Louise Nakada Erica Poncé

**Absent:**

Stewart Chen, DC, Co-Chair Jordan Battani	Jim Yeh, DO	Jim Franz	Shubha Fanse		
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**Submitted by:** Erica Poncé

Topic	Discussion	Action / Follow-Up
I. Call to Order	Terrie Kurrasch called the meeting to order at 7:35 a.m.	
	A. Introductions Self-introductions were made by attendees.	
II. Regular Agenda	A. Action Items	
	1. Approval of Minutes: November 27, 2012	The approval of Minutes was deferred until the next Committee meeting.
	B. Committee Membership and Meeting Schedule Ms. Kurrasch announced that the Committee will meet on the fourth Tuesday of every other month; January, March, May, July, September, and November. There have been inquiries for Committee Membership, and those who have expressed interest will be contacted by Ms. Nakada, Director of Community Relations, who will gather the appropriate information, and put together a membership recommendation which will be presented at the upcoming Committee meeting. If approved, the slate will be presented to the District Board of Directors for final approval.	

	C.	Community Relations and Outreach	
		<ol style="list-style-type: none"> <li>1. Marketing and Communications</li> <li>2. Community Events <ul style="list-style-type: none"> <li>Flu Clinic</li> <li>Sports Injuries Seminar</li> </ul> </li> </ol>	
	D.	Presentation: Alameda Hospital Strategic Plan Update	
		<p>Ms. Stebbins referred attendees to the “CEO Report to the Board of Directors” as found in their packet which contains information regarding the Bay Area Bone &amp; Joint Center, Physician Relations, Capital Projects, Information Technology and Meaningful Use, Human Resources, Kate Creedon Center for Advanced Wound Care, DSRIP Report, and Long Term Care.</p> <p>Ms. Stebbins gave a presentation outlining the strategic plan for the Hospital. The presentation included an overview of Committee members’ participation in conveying a positive message to the community. She addressed the challenges in securing key specialties, low acute care demand on-island, seismic needs, EHR development, and quality improvement. The focus for the Hospital’s future will include addressing these challenges while looking for partnership opportunities. Ms. Stebbins reviewed the value of the Hospital in the community, and invited discussion as to how the Committee members will be involved in carrying out the strategic plan for the Hospital’s future. Discussion followed, including ideas for educating the community and being proactive about meeting needs of the influx of newly insured patients under Obama Care in 2014. Ideas for spreading a positive message to the community included the possibility of holding a press conference. The Committee discussed ideas for answering questions the public may have as the Hospital seeks partnerships.</p>	
III.	Board Committee Comments	There were no Board comments at this time.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 8:54 a.m.	
VI.	Next Meeting	January 22, 2013 at 7:30 a.m. in The Dal Cielo Conference Room, Alameda Hospital.	

Date: March 22, 2013

For: April 3, 2013 District Board Meeting

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

Through: Community Relations and Outreach Committee

From: Terrie Kurrasch, Co-Chair – Community Relations and Outreach Committee  
Erica Poncé, Administrative Secretary

Subject: Approval of Membership to the Community Relations and Outreach Committee for CY 2013

**RECOMMENDATION:**

The Community Relations and Outreach Committee recommends the following committee members be appointed for the remainder of calendar year 2013.

Community Representation	Name	Voting Member
Volunteer: APA Democratic Caucus of Alameda County, API Heritage Festival, Cherry Blossom Festival (SF)	Karen Fong	✓
Alameda dentist specializing in orthodontics, jaw orthopaedics, and dental medicine	Dwight Jennings, DDS	✓
Psychologist, Academic Administration (University), Positive Images for Inner City Youth	Jaseon Outlaw	✓
Director, Cornerstone OnDemand, Inc.; President, Board of Directors, Community of Harbor Bay Home	Bill Pai	✓

**BACKGROUND:**

The Board of Directors, on February 6, 2013, appointed Jordan Battani as Co-Chair of this committee. Terrie Kurrasch co-chairs with Jordan Battani, and is an active member of the community. 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 Community Relations and Outreach 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.

- vi. 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: The committee shall meet at least quarterly.

DATE: March 1, 2013

FOR: March 7, 2013 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. Employee Service Awards**

We will be honoring employees who are passing key service tenure marks on March 11, 2013 at 5:00 p.m. in Conference Room A. We invite all members of the Board to join us at the celebration. Your participation is always welcomed and appreciated by our employees.

## **2. Bay Area Bone & Joint Center**

Through February 22, 2013, the Bay Area Bone & Joint Center has had 460 patient visits, including 130 through February 22, representing an increase over the previous month and ahead of the YTD pro forma target. Seven surgeries were performed in February, month to date. YTD surgeries are currently at 60% of the pro forma target of 42.

Drs. DiStefano and Pirnia have been active in the community. Their first community lecture at the end of January was well attended. Future lectures have been scheduled at the Hospital monthly through July. They recently spoke at the Claremont Country Club (February 27) and will speak at the Mastick Senior Center on March 5. Their Marina Village office will be the site of a Chamber of Commerce Ribbon Cutting Ceremony on March 13 at 5:30 p.m., followed by the monthly Chamber Mixer for its members.

Drs. DiStefano and Pirnia will participate in a "Meet the Orthopaedist" Saturday morning event on March 30 which will be publicized in the media and at the Hospital's presence at the Lunar New Year Festival at Harbor Bay Isle in mid-March.

## **3. Capital Projects**

### **a) Seismic Anchoring**

Construction on the NPC-2 compliance of emergency lighting in the original

hospital is complete and awaiting physical site review and sign-off approval from OSHPD, scheduled for March 1.

Construction of the emergency communications NPC-2 compliance project, which entailed anchoring of existing systems is 98% complete with an OSHPD sign-off approval by mid-March.

b) Bulk Oxygen Tank

Management continues to wait for OSHPD approval of structural plans for the bulk oxygen tank replacement, which is expected sometime in March. Subsequently, two 30-day back check response periods are possible before the public bid process to select a construction vendor can begin, so completion of the project is projected to be July 2013. In the meantime, Management has secured the requisite use permits from OSHPD and the City of Alameda and is in the process of preparing for the public bid process to select a construction vendor once the structural plans have been approved.

c) SB90/SB499 Extension Report

The Hospital completed its application to extend the deadline to become SPC2 compliant beyond the current deadline of December 31, 2012 and continues to await a final decision from OSHPD.

d) CMS Sprinkler Mandate Report

This project is on schedule to be completed before the August 18, 2013 deadline. Management is working on plans to temporarily transfer existing patients to beds that are currently in suspension with the State of California Department of Public Health. The move is anticipated in May at the earliest. Completed plans were submitted to OSHPD and were officially logged into the state's project tracking system on January 2, 2013. A "rapid review" process 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.

#### **4. Foundation/Community Relations and Outreach Update**

On March 18, 2013, the Hospital Auxiliary will host the East Bay Council, a collection of eight hospital volunteer organizations. The Auxiliary will showcase one of our special volunteers, Sadie. Sadie is a certified therapy dog who, along with one of her caregivers, is a member of our Auxiliary. The other hospitals are very interested in our therapy dog program and are looking forward to learning about how Sadie serves our patients.

## **5. Information Technology Update and Meaningful Use**

### a) Meaningful Use

The Information Technology Department continues to focus efforts toward the attainment of Meaningful Use Stage I. We successfully implemented EDMII on January 29 and have been supporting the staff since that time. This keeps us on track to attestation beginning in mid-2013. The IT Steering committee met on February 6 and reviewed the EDMII go-live status and discussed future development of Physician Order Sets for implementation with In-house CPOE. The next phase will involve nursing documentation as well as electronic medication administration. Currently schedules for super user training, beginning in March, are under development along with review of equipment requirements. Go-live is anticipated by the end of April.

### b) Replacement of Existing NetFax System

Smart Route development and training for Radiology and Lab have been completed and the anticipated live date the week of February 25. Medical Records reports will be scheduled for a later date based on department availability.

### c) New Electronic EKG Workflow

A new electronic EKG workflow software from Integrator is being implemented this week with the finalization of set-up and staff and physician training. This new workflow will replace the current manual system. The go-live date is still pending training and resolution of a hardware issue with the EKG equipment.

### d) Waters Edge Infrastructure

A contractor has been selected to perform the wiring upgrade Waters Edge. The installation is being coordinated with Water's Edge management.

### e) Staffing

A vacated Data Analyst remains open.

## **6. Kate Creedon Center for Advanced Wound Care**

Since the inception of the program in mid July of 2012, 209 patients have been seen at the Center, and have been referred from a total of 94 referring physicians. This has resulted in 1836 clinic visits. A total of 609 ancillary referrals, including laboratory and surgery, have been made to Alameda Hospital departments. Seventy-four percent (74%) of the patients have been non-Alameda residents.

Month to date through February 25, 2013, there are 119 active patients. During the week of February 25 alone, there were 107 clinic visits. A total of 3007 HBOT treatments have been given, with eight patients under active HBOT treatment and two patients on the waiting list.

Overall, the variance from the patient volume forecasted in the original pro forma is a favorable 33%. The healing rate is 84.75% for 100% healing at 20 weeks of treatment.

## **7. DSRIP Report**

The Hospital successfully submitted the requested criteria for two Category IV projects and continues to await a CMS decision on all criteria previously submitted regarding a three-year proposal for delivery system reform under California's Section 1115 Waiver's Delivery System Reform Incentive Pool (DSRIP) Program. DSRIP is designed to promote a higher quality of care and improved health of patients and families served by the California's non-designated public hospitals. DHCS has recommended to CMS that district hospitals not submit any projects for Category III: Population Focused Improvement, but that a minimum of two projects be submitted for Category IV: Patient Safety. Management is in the process of setting these proposed criteria, which were submitted in mid-January.

## **8. Long Term Care**

Census remains favorable to budget for South Shore and Waters Edge for the month of February. Referrals have continued to increase from external hospitals as well as an increase in the number of short term rehabilitation residents we are serving. Currently, we have approximately 37% of the residents of Waters Edge receiving rehabilitation services with significant gains in their progress and levels of independence. We are currently introducing the use of Wii's for both rehabilitation and social activities and anticipate a favorable response from our residents.

Activity Coordinators at both South Shore and Waters Edge are currently planning to have joint outings for the month of March, with destinations being a local museum and park.

For the Sub Acute unit, we are intentionally keeping the census steady at 33. With the required CMS Sprinkler addition to the second floor for 2013, we must ensure that we do not exceed available bed accommodations in 2 South, which is where our residents will be moved once construction begins.

## **9. Stroke Program**

The Hospital's Stroke Program treated 160 Stroke patients in CY2012. This is 43 patients more than the 117 treated in CY2011. Out of the Stroke patients treated, 59 were "Code Strokes" (those arriving through the EMS system by ambulance).

Alteplase (TPA) was administered five times in CY2011, 16 times in CY2012 and three times so far this year. Our "Door to Drug" times in CY2012 were under 60 minutes 63% of the time. Our best "Door to Drug" time so far is 25 minutes.

The Hospital applied for "Get with the Guidelines" Silver, Silver Plus, and Target Stroke Awards in January 2013. We continue to attend quarterly meetings with other Certified Stroke Centers and the Alameda County Emergency Medical System.

Claudine Dutaret, MD (Stroke Program Director) and Michael Baxter, RN (Stroke Coordinator) attended the International Stroke Conference in early February 2013.

## **10. Pharmacy**

The Pharmacy Department extended its hours of operation on February 11, 2013. It is now open until 10:30 p.m. on weeknights and until 7:00 p.m. on weekends and holidays. These additional hours will greatly improve the department's service to the physicians and nursing staff.

An upgrade to the Pyxis automated medication dispensing system and transfer of Nighthawk Pharmacy services from Cardinal to Pipeline will take place on April 1, 2013. These will enhance and improve our current systems as well as decrease our expenses.

## **11. Quality / Risk Management**

A group of staff will identify and streamline inefficiencies related to ambulance transfers and billing. Using lean management performance improvement techniques and a volunteer facilitator, staff will improve throughput by reducing the time and communication issues with obtaining appropriate ambulance transport process. As a result of this project we will:

- Improve our efforts in identifying, scheduling, and ordering services
- Provide consistency in determining appropriate services for our patients
- Reduce the staff confusion by development of a process
- Educate staff
- Create or revise contracts to improve transport times, improve quality & reduce cost

## **12. Fiscal Year 2013 Financial Forecast**

Following this report is a memo from Kerry Easthope that was reviewed at the February 27, 2013 Finance and Management Committee. The memo will be reviewed at the upcoming District Board Meeting.

### **13. Key Statistics – December 2012**

Because of the timing needed to prepare materials prior to the end of the month, February monthly statistics will be presented at the Board meeting on March 7, 2013.