



**STRATEGIC PLANNING COMMITTEE MEETING**  
**MONDAY, March 16, 2015**

**Conference Center Located at Highland Care Pavilion**  
1411 East 31<sup>st</sup> Street Oakland, CA 94602  
Marla D. Cox, Clerk of the Board  
(510) 535-7515

**LOCATION:**

Open Session: HCP Conference Center

**MEMBERS**

Kinkini Banerjee, **Chair**  
Tracy Jensen  
Michele Lawrence  
James Lugannani  
Barry Zorthian, MD

**AGENDA**

**OPEN SESSION / ROLL CALL** **4:30 – 4:35 pm**

**TAB #1** **ACTION: Consent Agenda** **4:35 – 4:40 pm**

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A. Approval of the Minutes from the January 12, 2015 Strategic Planning Committee Meeting.

***Recommendation: Motion to approve.***

***END OF CONSENT AGENDA***

**TAB #2** **PRESENTATION: San Leandro Hospital Update** **4:40 – 5:10 pm**

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*James Jackson, Chief Administrative Officer*  
*Brenda Taylor, Business Development Manager*  
*Karen Black, Physician Liaison and Community Outreach*  
A. *Growth and Volume Targets*  
B. *Cost Reduction and Operational Improvements*  
C. *Revenue Enhancements*  
D. *Community and Physician Engagement*

**DISCUSSION: San Leandro Strategy** **5:10 – 5:40 pm**  
*Kinkini Banerjee, Chair*

**TAB #3**      **WRITTEN REPORT: Chief Strategy Officer Report**      **5:40 – 5:45 pm**  
*Carladenise A. Edwards, Ph.D., Chief Strategy Officer*

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- A. Alameda Health Partners
- B. Facilities Planning Update
- C. Strategic Partnerships - Managed Care
- D. Information Technology Update
- E. Brand Awareness Campaign

**TAB #4**      **INFORMATION: 2015 Committee Annual Work Plan / Issue**      **5:45 – 6:00 pm**  
**Tracking & Follow-up**  
*Kinkini Banerjee, Chair*

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- A. Update AHS Strategic Plan  
*Carladenise A. Edwards, Ph.D., Chief Strategy Officer*

**Public Comments**

**Board of Trustees Remarks**

**ADJOURNMENT**

## **Our Mission**

Caring, Healing, Teaching, Serving All

## **Strategic Vision**

AHS will be recognized as a world-class patient and family centered system of care that promotes wellness, eliminates disparities and optimizes the health of our diverse communities.

## **Meeting Procedures**

The Board of Trustees is the Policy Body of the Alameda Health System. The Board has several standing Committees where ordinances and resolutions are the subject of hearings at which members of the public are urged to testify. Board procedures do not permit: 1) persons in the audience at a Committee meeting to vocally express support or opposition to statements by Board Members or by other persons testifying; 2) ringing and use of cell phones, pagers, and similar sound-producing electronic devices; 3) signs to be brought into the meeting or displayed in the room; 4) standing in the meeting room. Citizens are encouraged to testify at Committee meetings and to write letters to the Clerk of the Board or to its members, 1411 East 31<sup>st</sup> Street Oakland, CA 94602.

## **Disability Access**

The Meeting Rooms are wheelchair accessible. Assistive listening devices are available upon request at the Clerk of the Board's Office. To request sign language interpreters, readers, large print agendas or other accommodations, please contact the Clerk of the Board. Requests made at least 48 hours in advance of the meeting will help to ensure availability. The nearest accessible BART station is Lake Merritt. Accessible AC Transit Bus Route 62 stops at the entrance to Highland Hospital. Route 11 stops one block away, on 14<sup>th</sup> Avenue at East 31<sup>st</sup> Street. For schedule updates, call AC Transit at (510) 817-1717; BART at (510) 465-2278. There is accessible parking in the main patient parking lot enter on East 31<sup>st</sup> Street.

In order to accommodate persons with severe allergies, environmental illness, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to perfumes and various other chemical-based scented products. Please help us to accommodate these individuals.

***The AHS Board of Trustees is committed to protecting the private health information (PHI) of our patients. We ask that speakers refrain from disclosing or discussing the PHI of others. Please also know that, should you decide to disclose your PHI, the Trustees will still likely refer your matter, to the extent it involves PHI, to the executive staff for a confidential review of the facts and for confidential handling. If you would like more information regarding the confidentiality of PHI as it relates to the Health Insurance Privacy and Accountability Act, please refer to 45CFR Section 164.101, et.seq.***