



AGENDA

Community Relations Committee

Tuesday, April 24, 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

II. Regular Agenda

A. Action Items

1. Approval of Minutes –March 27, 2012 **ACTION ITEM** [enclosure]

Stewart Chen, DC

B. Presentation

1. Certified Primary Stroke Center

Michael Baxter, RN

C. Communications

1. Response to Media Commentary
2. Social Media Update – Facebook, Twitter
3. Marketing and Communications Calendar

Louise Nakada

D. Community Relations and Outreach

1. Let's Move Alameda
2. Community Event Calendar

Louise Nakada

E. Physicians Relations Update – Comprehensive Orthopedic Program

Tony Corica

F. CEO Update

Deborah Stebbins

G. Alameda Hospital Foundation/Auxiliary – Antique Adventures II

Dennis Elloe

III. Board / Committee Comments

IV. Public Comments

V. Adjournment

VI. Next Meeting: May 22, 2012



CITY OF ALAMEDA HEALTH CARE DISTRICT

Minutes of the Community Relations Committee

March 27, 2012

<u>Board Members Present:</u>		<u>Medical Staff Present:</u>		<u>Community Members Present:</u>		<u>Management Present:</u>	
Stewart Chen, DC, Chair		Jim Yeh, DO		Terrie Kurrasch, Co-Chair Jim Franz Shubha Fanse	Tracy Zollinger, L.Ac. Monica Valerio Mike McMahon Bill Withrow	Deborah Stebbins Tony Corica Dennis Eloie Louise Nakada	Erica Poncé
<u>Absent:</u>							
Jordan Battani		James Kong, MD		Hien Doan	Jeptha Boone, MD	Kristen Thorson	
<u>Guests:</u>							
Intern: Angela Kline							
<u>Submitted by:</u> Erica Poncé							
Topic		Discussion				Action / Follow-Up	
I.	Call to Order	Stewart Chen, DC called the meeting to order at 7:35 a.m.					
	A.	Introductions Louise Nakada introduced Beth Brizee, Advance Wound Center Program Director who briefly spoke about the advances with this new program.					
II.	Regular Agenda	A.	Action Items				
			1. Approval of Minutes: January 24, 2012			Jim Franz made a motion to approve the minutes as presented. Bill Withrow seconded the motion. The motion carried.	
			2. Approval of Committee Membership			Terrie Kurrasch made a motion to approve the minutes as presented. Bill Withrow seconded the motion. The motion carried.	

	B.	Alameda Hospital Update	
		<p>1. Presentation / CEO Update</p> <p>Deborah Stebbins presented an update on Alameda Hospital. She discussed challenges, the hospital's financial picture, strategies for growth and partnering, program development and community outreach. Shubha Fanse suggested considering hosting a community education forum at the Hospital to help community members understand the changes in health care in our nation. Terrie Kurrasch suggested a relationship with the VA clinic at Alameda Point for potential referrals. Ms. Stebbins stated that we do have a current contract with them and that she agrees that renewing discussions with them may be advantageous.</p>	
	C.	Communications	
		<p>1. Social Media – Facebook, Twitter</p> <p>Louise Nakada and Angela Kline presented information about Alameda Hospital's utilization of media (Facebook and Twitter) to announce community events and programs. There was discussion about how these forms of social media will be advantageous to the Hospital. Mike McMahon offered his services to teach a class to give others a better sense of using the tools of social media. Mr. McMahon also suggested that management create a Social Media Policy with employees of Alameda Hospital.</p> <p>2. Direct mail Postcard</p> <p>15,000 postcards are being prepared which highlight Alameda Hospital at Waters Edge, including information regarding the upcoming open house and introducing Dr. Emmons Collins as the Medical Director at Waters Edge. Ms. Brizee suggested that we also highlight the five-star rating of the facility. The information on the postcard will also be advertised in local newspapers.</p>	
	D.	Community Relations and Outreach	
		<p>1. Let's Move Alameda</p> <p>The Let's Move Alameda 2012 initiative will focus on a community-wide pledge for a healthy lifestyle. Community members and organizations throughout Alameda will be encouraged to take the pledge. Information is being given to every student in Alameda public schools through the superintendent. Information is also being distributed through the Harbor Bay Club and various sports programs. Tracy Zollinger is the Director of Youth Services for the Rotary Club and offered to promote Let's Move Alameda at</p>	

		<p>the summer concerts. Mike McMahon suggested creating a Let's Move Alameda app for future years. He also suggested translating the brochure. Jim Franz noted the "Alameda: 100 Best Communities for Young People" logo on the flier and suggested that it get added to the Hospital's Website and other marketing material. Ms. Kurrasch suggested making the Let's Move Alameda form available online.</p> <p>2. Upcoming Community Events Ms. Nakada handed out a three-month calendar with information regarding upcoming events. Dennis Eloie announced that the Alameda Chamber of Commerce is holding an event to teach the community about Facebook and other social media on Wednesday, April 4, 2012 at 8:30 a.m. at the Chamber Office.</p> <p>3. Hospital Volunteer Celebration – April 17, 2012 A volunteer appreciation reception will be held on April 17th at 5:00 p.m. for District Board members, Board committee members, Foundation Directors, and Alameda Hospital Auxiliary.</p>	
	E.	Alameda Hospital Foundation – Kate Creedon Award	
		The Alameda Hospital Foundation is accepting nominations for this year's Kate Creedon award. The Award recognizes an individual who has made an impact on the health care of Alameda citizens and will be presented at the Foundation's Annual Fall Gala. Nominations forms were distributed.	
	F.	Physician Relations Update	
		Tony Corica, Director of Physician Relations, reported that management will present an orthopedic program to the Finance and Management Committee on March 28, 2012 and also to the District Board at their next meeting on April 2, 2012. Mr. Corica is planning for the program to begin in September 2012. This program will include spine and sports medicine. Ms. Stebbins added that information will be given to local sports teams and other entities in the area.	
III.	Board Committee Comments	<p>Ms. Nakada handed out the latest "Snapshot" . Monica Velario suggested that this type of information would be good to print on placemats for use in the Mastick Center and other senior centers in the area which serve meals. Terrie Kurrasch suggested hosting a Stroke Assessment at the Mastick Center and bring the placemats at that time.</p> <p>Mr. Franz stated that there is now a Domestic Violence Task Force which meets here at the Hospital. Gina Arnone, RN, Emergency Department Nurse</p>	

		Manager, is serving on this task force. If anyone is interested in obtaining more information, please see Mr. Franz.	
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	Tuesday, April 24, 2012 at 7:30 a.m.	

DRAFT