



CITY OF ALAMEDA HEALTH CARE DISTRICT  
**AGENDA**

**Community Relations Committee**

Tuesday, May 24, 2011 – 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 –April 26, 2011 **ACTION ITEM** [enclosure] Stewart Chen, DC

B. Committee Membership

Stewart Chen, DC

1. Committee Appointment Process Louise Nakada

2. Introduction of Prospective Community Relations Committee Members Stewart Chen, DC

C. Alameda Family Services Presentation

1. Introduction Louise Nakada

2. Program Presentation Karen Zeltzer, LCSW, RAS

D. Community Relations and Outreach

Louise Nakada

1. Stroke Awareness Campaign

2. Community Calendar: Community Events

3. Let's Move Alameda

4. Communications Update

E. CEO Update

Deborah Stebbins

F. Physicians Relations Update

Tony Corica

G. Alameda Hospital Foundation Update

Dennis Eloie

1. Kate Creedon Award

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: June 28, 2011**

Minutes of the Community Relations Committee

April 26, 2011

Present:

|                   |                   |             |                     |
|-------------------|-------------------|-------------|---------------------|
| Board Members     | Community Members | Physicians  | Management          |
| Stewart Chen, DC  | Jim Franz         | Jim Yeh, DO | Dennis Eloie        |
| Michael McCormick | Jeptha Boone, MD  |             | Louise Nakada       |
|                   | Terrie Kurrasch   |             | Deborah E. Stebbins |
|                   |                   |             | Tony Corica         |

Absent:

|                |                   |                |            |
|----------------|-------------------|----------------|------------|
| Board Members  | Community Members | Physicians     | Management |
| Jordan Battani | Bill Withrow      | James Kong, MD |            |

Submitted By: Christina LaMar

| Topic              | Discussion  | Action / Follow-Up   |
|--------------------|---|--|
| I. Call to Order   | Stewart Chen, D.C. called the meeting to order at 7:30 a.m.   |  |
| II. Regular Agenda | <p>A. Action Items</p> <p>1. <u>Approval of Minutes – November 16th, 2010, January 25, 2011 &amp; February 22, 2011</u></p> <p>2. <u>Approval of Revisions to Community Relations and Outreach Committee Structure and Purpose</u></p>  | <p>Director McCormick made a motion to approve the Minutes as presented. Mr. Franz seconded the motion. The motion carried unanimously.</p> <p>Mr. Franz made a motion to approve the Structure and Purpose of the Committee. Director Chen seconded the motion. The motion carried unanimously.</p> |
|                    | <p>B. Committee Membership</p> <p>1. Committee Appointment Process</p> <p>Ms. Nakada discussed the appointment process. She stated that all guests will introduce themselves briefly, and then each committee member will make their recommendations to Director Chen directly.</p> | <ul style="list-style-type: none"> <li>• Committee members will make recommendations to Director Chen regarding prospective committee members.</li> <li>• Director Chen will make recommendations to the Board at the scheduled May 9, 2011 District Board</li> </ul>                                |

| Topic | Discussion  | Action / Follow-Up           |
|-------|---|------------------------------|
|       | <p>Ms. Kurrasch reminded the guests that committee membership means a commitment to attend meetings regularly as to ensure a quorum is formed.</p> <p>Mr. Eloie mentioned that there are many ways to volunteer at Alameda Hospital. However, membership in this committee is making a commitment to be a voice in the community and assisting the hospital in creating successful partnerships.</p> <p>2. Introduction of Prospective Community Relation Committee Members</p> <p>The following guests made introductions:</p> <p>Kumar Fanse has been an Alameda resident since 1971. He is an active volunteer in many organizations such as serving as the Treasurer of the Asian Art Association.</p> <p>Shubha Fanse has been an Alameda resident since 1971. She has been active in the community in organizations such as the League of Women Voters.</p> <p>Hein Doan has been an Alameda resident since 2009. He is a local Attorney and is active in the Vietnamese community.</p> <p>Tracy Zollinger is a local Acupuncturist in Alameda and has a particular interest in community outreach and the integration of western medicine into her practice.</p> <p>Monica Valerio is a lifetime resident of Alameda. She is the President of Toastmasters and engages in volunteering in the community such as the CERT program for disaster preparedness.</p> <p>Grace Manawatao is an Alameda resident. She has extensive volunteer involvement such as the American Cancer Society and the ACIU.</p> <p>Mayra Orellana is a volunteer for kids in Alameda schools. She is an entrepreneur and participates in community outreach</p> | <p>Meeting for approval.</p> |

| Topic | Discussion   | Action / Follow-Up  |
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|       | <p>that specifically addresses families in the community.</p>  |   |
|       | <p>C. Community Relations and Outreach</p> <p>1. Stroke Awareness Campaign</p> <p>Ms. Nakada reviewed the Stroke Awareness Campaign. The next Stroke Risk Assessment is June 3, 2011 and will be held at a Harbor Bay location in the afternoon. The June 30, 2011 date has only a few appointments available and will be held on the main island.</p> <p>Ms. Nakada announced the Community Stroke Forum is taking place on May 23, 2011 at 6:00 pm. Dr. Claudine Dutaret, Dr. Robert Gingery, and Dr. Eric Otani will address treatment, diagnosis, and prevention regarding stroke.</p> <p>2. Community Calendar</p> <p>Ms. Nakada presented a calendar of events taking place in regards to Alameda Hospital and the surrounding community. A community calendar is available on the Alameda Hospital website.</p> <p>3. Let's Move Alameda</p> <p>Ms. Nakada reviewed the involvement of Alameda Hospital with local organizations to develop a city wide campaign focused on childhood obesity. The development of a summer health and fitness program for youth includes: awareness of community resources for youth, a Summer Activity Journal, and positive rewards such as vouchers through the Farmers Market. The Summer Activity Journal will be available at all participating partners such as the local library, Girls inc., the Boys &amp; Girls Club of Alameda as well as numerous summer events such as the Sand Sculpture Event at Crown Beach. Youth will be able to submit their completed Journal at the Webster Street Jam on September 10, 2011.</p> | <ul style="list-style-type: none"> <li>Ms. Nakada will further research social media options for Alameda Hospital.</li> </ul> |

| Topic | Discussion   | Action / Follow-Up |
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|       | <p>Dr. Yeh mentioned the importance of utilizing social media such as Facebook when it addresses youth.</p> <p>Ms. Nakada replied Alameda Hospital has researched social media types and has intentions on developing a Facebook location.</p> <p>4. Communications Plan</p> <p>Tom Clifford, a representative of Tramutola, gave a presentation regarding a communication enhancement plan. Mr. Clifford interviewed several community members to gain an insight of how Alameda Hospital is viewed from a community standpoint. The interviews concluded that Alameda Hospital needs to reach out to all community members, such as elected officials, staff, and individual households. Currently, Ms. Stebbins has been giving presentations to the City Council and meeting with key leaders of the community to increase awareness. Building relationships with Alameda County public officials and staff is a key component of the plan. Alameda Hospital plans to utilize direct marketing such as door-to-door, telephone marketing, and volunteer organizations.</p> |                    |

| Topic | Discussion   | Action / Follow-Up |
|-------|--|--------------------|
|       | <p>D. CEO Update</p> <p>Ms. Stebbins stated the importance of bringing awareness to the community of how Alameda Hospital exceeds average, such as the extremely low rates of infection. In the future, hospitals will be reimbursed by Medicare based on these scores.</p> <p>Ms. Stebbins has been working with the California Hospital Association to develop a more efficient budget. Medicare will be lowering the rates of compensation for long-term care which will lower our income by about \$2 million. Programs such as the Wound Care Center, Outpatient Physical Therapy Programs, and the introduction of Plastic Surgery are being developed..</p> |                    |
|       | <p>E. Physicians Relations Update</p> <p>Mr. Corica reviewed that Alameda Hospital's active Medical Staff is composed of approximately 90 doctors directed by Medical Staff President, Dr. Jim Yeh. Eighty percent (80%) are Board Certified, while twenty percent (20%) are Dual Board Certified. Alameda Hospital is considering the expansion of space for doctor offices in the future Marina Village location. Currently, Alameda Hospital has an outpatient laboratory and physician offices at the Alameda Towne Center Clinic location.</p>  |                    |
|       | <p>F. Alameda Hospital Foundation Update</p> <p>Mr. Eloie announced the generous offer made by the Foundation to Alameda Hospital to grant \$225,000 for the new Wound Care Center. The Guardian Angel program, explained in more detail on the website, is available for anyone to donate funds to the hospital in honor of a person who has provided exceptional care at Alameda Hospital. A fundraiser will be held on June 11, 2011 at the Rock Wall Winery. A portion of the ticket price supports the Alameda Hospital Foundation.</p>   |                    |

| Topic                           | Discussion   | Action / Follow-Up   |
|---------------------------------|--|--|
| III. Board / Committee Comments | Director McCormick mentioned that Tom Clifford and Tramutola bring focus to the marketing strategies at Alameda Hospital.  |  |
| IV. Public Comments             | <p>Mr. Fanse gave his appreciation to Dr. Chen for actively seeking a culturally diverse population to represent the Community Relations &amp; Outreach Committee.</p> <p>Ms. Zollinger mentioned that she was pleased to learn of the Outpatient Laboratory location for referral of her patients and would like to see more awareness of the facility in the future.</p> |  |
| V. Adjournment                  |  | The Community Relations Committee was adjourned at 9:08 a.m. |