



AGENDA

Community Relations Committee

Tuesday, October 25, 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
- II. **Regular Agenda**
 - A. Action Items Stewart Chen, DC
 - 1. Approval of Minutes –June 28, 2011 **ACTION ITEM** [enclosure]
 - B. CEO Update Deborah E. Stebbins
 - 1. Hospital Update Presentation
 - a) FY 2011 Financial Results
 - b) 2011: Investment in the Future
 - c) Joint Commission Stroke Certification
 - d) Wound Care Center Update
 - e) Alameda Hospital | Waters Edge Proposed Transaction
 - 2. Public Forum – November 2, 2011 at 7:00 pm.
 - C. Community Relations and Outreach Louise Nakada
 - 1. Health Fair Summary
 - 2. Outreach Update and Upcoming Events
 - D. Alameda Hospital Foundation Update Dennis Eloe
 - E. Discussion on November and December Committee Meeting Dates Louise Nakada
- III. **Board / Committee Comments / Public Comments**
- IV. **Adjournment**



Minutes of the Community Relations Committee

August 23, 2011

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>		<u>Management Present Present:</u>	
Stewart Chen, DC J. Michael McCormick	James Kong, MD Jim Yeh, DO	Terrie Kurrasch Jeptha Boone, MD Hien Doan Mike McMahan	Shubha Fanse Tracy Zollinger, LaC Monica Valero	Deborah Stebbins Tony Corica	Dennis Eloee Louise Nakada
<u>Absent:</u>					
Jordan Battani		Jim Franz	Bill Withrow		

Submitted by: Kristen Thorson

Topic	Discussion	Action / Follow-Up
I. Call to Order	Stewart Chen, DC called the meeting to order at 7:35 a.m.	
	A. Introductions Director Chen introduced Mike McMahan as the newest community-at-large committee member. Mr. McMahan's appointment to the committee was voted on at the July 11, 2011 District Board Meeting.	
II. Regular Agenda	A. Action Items	
	1. Approval of Minutes: June 28, 2011	Director McCormick made a motion to approve the minutes as presented. Dr. Yeh seconded the motion. The motion carried.
	B. Advances in Diagnostic Imaging Capabilities	
	1. Diagnostic Imaging Presentation. John Ellis, Director of Diagnostic Imaging gave a presentation on the new	

		equipment and technology that is being installed in the Hospital, including digital mammography, PACS, and other Radiology equipment. He also reviewed the array of services that the department offers, i.e., MRI, CT, etc.	
	C.	Communication Update	
		<p>1. Direct mail: Postcard, Newsletter</p> <p>Ms. Nakada noted that the annual newsletter to the community will be published in November and will highlight the new imaging upgrades and wound care. There will also be an open house of the Diagnostic Imaging Department on October 22 during the Health Fair.</p> <p>Dr. Kong began a discussion with the committee on communication with physician offices regarding new programs and services.</p>	Hospital staff will work with individual physician offices to improve communication with physicians and office staff.
		<p>2. Community Presentations</p> <p>Ms. Nakada noted that hospital staff is available to community organizations and groups to give presentations about the hospital. Please contact her if there is an opportunity to speak at a meeting or event.</p>	
	D.	Community Relations and Outreach	
		<p>1. Stroke Awareness Campaign</p> <p>The Stroke Awareness campaign continues in the community. The next stroke screening is scheduled for September 29.</p>	
		<p>2. Let's Move Alameda</p> <p>The summer activity wrap-up for Let's Move Alameda is scheduled for September 10 at the Webster Street Jam.</p>	
		<p>3. Community Outreach and Events</p> <p>Ms. Nakada reminded the committee that the October 22 is the Annual Health Fair.</p>	
	E.	CEO Update	
		<p>Ms. Stebbins reported on the status of the implementation wound care program, noting that the opening is scheduled for Spring 2012. The hospital is working on the selection of a medical director of the program as well as training for the physicians who will staff the center.</p> <p>Ms. Stebbins reported that she has been meeting with county leadership regarding</p>	

		potential reimbursement of uncompensated care provided at the hospital.	
	F.	Alameda Hospital Foundation Update Mr. Eloe announced that the Foundation will be having the Great Antique Adventure on Friday, October 26 at Michaan's Antiques. The Foundation Fall Gala will be held on October 1, 2011 and will honor Stephen and Sharon Van Meter as the Kate Creedon award winners for 2011.	
	G.	Alameda Hospital Tour Mr. Corica offered tours of the hospital to the committee members after the meeting was adjourned.	
III.	Board Committee Comments	No comments	
IV.	Public Comments	No comments	
V.	Adjournment	The meeting was adjourned at 8:45 a.m.	

	<p>E. CEO Update</p> <p>Ms. Stebbins announced that she has had meetings with Alameda County Board of Supervisors Nate Miley and Wilma Chan in order to improve visibility in the county. Nate Miley will be sponsoring an event at the Oakland Zoo July 15, 2011.</p> <p>Ms. Stebbins commented that Alameda Hospital will be adding a permanent location for disposing of expired medication.</p> <p>Alameda Hospital has been developing a fall prevention program with the contribution of the Alameda Fire Department and the Mastick Senior Center. Another possible partnership may be with the Centers for Elders Independence in Oakland to assist seniors in finding primary care physicians and transportation support.</p> <p>Alameda Hospital continues to work with the county to receive Stroke Certification through the Joint Commission.</p>	No action taken
	<p>F. Physicians Relations Update</p> <p>Mr. Corica reviewed the addition of an Orthopedic Physician, Urologist, and an Oral Surgeon to the Hospital. Dr. Alice Cheng held a dinner in Oakland Chinatown in order to build partnerships with Alameda Hospital.</p>	
	<p>G. Alameda Hospital Foundation Update</p> <p>Mr. Eloie announced the partnership with Michaan's Auctions. They will auction any item donated on behalf of Alameda Hospital at no cost, then donate the proceeds to the Alameda Hospital Foundation. In addition, an Antique Adventure will be held on August 26, 2011 from 4:00 p.m. to 7:00 p.m. where items can be brought and appraised. Any pieces that are donated will be auctioned with the proceeds benefiting the Alameda Hospital Foundation.</p>	
IV. Board/Committee Comments	Mike McMahon stated concerns for the State of California budget cuts. He suggested visiting the California Forward website to gain more information and having the CEO meet quarterly with the Superintendant so that we may change business practices in order to take care of the community.	
V. Public Comments	None	
VI. Adjournment	A motion was made to adjourn the meeting and being no further business, the meeting was adjourned at 9:03 a.m.	

DRAFT