



**AGENDA**

**Community Relations Committee**

Tuesday, November 15, 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 –October 25, 2011 **ACTION ITEM** [enclosure]

Stewart Chen, DC

B. Waters Edge Skilled Nursing Facility Transaction

Deborah Stebbins

1. Alameda Elder Communities / Continuum of Senior Services Overview

Christian  
Zimmerman

C. Communication Update

1. Diagnostic Imaging Plan

Louise Nakada

D. Community Relations and Outreach

1. Community Outreach Intern Program

Louise Nakada

2. Student Volunteer Program

Stewart Chen

E. Volunteer Appreciation

Louise Nakada

F. CEO Update

Deborah Stebbins

G. Alameda Hospital Foundation Update

Dennis Eloie

H. Physician Relations Update

Tony Corica

**III. Board / Committee Comments**

**IV. Public Comments**

**V. Adjournment**

**VI. Next Meeting: January 24, 2011**



**Minutes of the Community Relations Committee**

October 25, 2011

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>		<u>Management Present:</u>	
Stewart Chen, DC, Chair		Terrie Kurrasch, Co-Chair Jeptha Boone, MD Jim Franz	Hien Doan Shubha Fanse Tracy Zollinger, LaC	Deborah Stebbins Tony Corica Dennis Eloie Louise Nakada	Kristen Thorson Erica Poncé
<b><u>Absent:</u></b>					
Michael McCormick	Jim, Yeh, DO	Monica Valerio Bill Withrow	Mike McMahon		
<b><u>Guest:</u></b>					
Elliott Gorelick	Dr. Magalong ( <i>guest, for Dr. Yeh</i> )	Terecita Dean, DDS			

**Submitted by:** Kristen Thorson

<b>Topic</b>	<b>Discussion</b>	<b>Action / Follow-Up</b>
I. Call to Order	Stewart Chen, DC called the meeting to order at 7:40 a.m.	
	A. Introductions Kristen Thorson introduced Erica Poncé as the new Administrative Secretary and the support person for the Community Relations Committee.	
II. Regular Agenda	A. Action Items	
	1. Approval of Minutes: August 23, 2011	Terrie Kurrasch made a motion to approve the minutes as presented. Shubha Fanse seconded the motion. The motion carried.
	B. CEO Update	

Ms. Stebbins presented an update on the Hospital noting the following:

- a. FY 2011 Financial Results: \$2.4 million loss was reported.
- b. 2011: Investment in the Future
  - i. PACS digital imaging upgrades
  - ii. Seismic planning continues with plans submitted to OSHPD. Next steps are to secure financing for the work to be done.
  - iii. Sub-Acute plans for expansion as there is a shortage of Sub-Acute beds in the Bay Area.
  - iv. Community Outreach Activities
    - 1. Let's Move: a program to address obesity
    - 2. The 3B's
    - 3. Stroke Education
    - 4. Blue and Gold Marketing
- c. Joint Commission Stroke Certification
  - i. On 9/30 we had an on-site survey
  - ii. Stroke screening in the community will continue, with Educational outreach to the community regarding stroke symptoms
- d. Wound Care Center Update
  - i. Along with related issues with diabetes comes the need for wound care. Some people have wounds that simply don't heal. There is great need for this in Alameda, and it will attract others from off the island as well. The Wound Care Center is planned to open in Spring 2012.
  - ii. Tracy Zollinger suggested that literature be made available to acupuncture schools, as the students see chronic wounds and are taught about this, but not offered solutions for their clients. She is happy to distribute information to these schools.
- e. Alameda Hospital | Waters Edge Proposed Transaction
  - i. On November 7 we had a Board of Directors Meeting to discuss a partnership with a Waters Edge Skilled Nursing Facility.
  - ii. Terrie Kurrasch asked if this would close the skilled nursing

		<p>here on site. Deborah Stebbins replied that it would not close the skilled nursing here on site.</p> <ul style="list-style-type: none"> <li>iii. The contirbution margin is projected at \$2.6 million.</li> <li>iv. There is a low cost of entry: <ul style="list-style-type: none"> <li>1. Zimmerman’s (current owners) will finance the working capital needed for the first few months.</li> <li>2. Alameda Hospital has the ability to terminate early with the Zimmerman’s in a nine-month process.</li> </ul> </li> <li>v. Ms. Fanse asked what the affiliation with the Hospital would be. Ms. Stebbinsreplied that Waters Edge would actually come under Alameda Hospital’s license and that many of our doctors currently visit and care for patients at that location. There would be continuity of care should a patient need to be admitted to the hospital.</li> <li>vi. The name will be Alameda Hospital at Waters Edge and there was discussion by the committee that the signage at the facility needs to read, “No emergency services”.</li> <li>vii. Ms. Zollinger asked if the current patients would stay. Mrs. Stebbins replied that a vast majority of patients would stay. There will be a three-month transition period, and if patients need to transfer, we will assist in getting that done.</li> <li>viii. Mr. Franz asked if some patients would transfer from the hospital. Mrs. Stebbins replied that Waters Edge would be offered to patients who are candidates. The rehab program there could lend to patient improvement.</li> <li>ix. There was further discussion regarding the proposed transaction between Alameda Hospital and Water’s Edge.</li> </ul>	
	C.	Community Relations and Outreach	
		<ul style="list-style-type: none"> <li>1. Health Fair Summary: The 2011 Health Fair was a success. There were 200-300 in each screening. We had 350 flu shots, and have about 150 left. The nursing staff is working on getting these out. We had about 50 exhibitors, a bike helmet give-away, and the Alameda Police Department came out in full-force. There were paramedics represented, Kid Safe ID’s were given out, and there was free face painting for</li> </ul>	

		<p>children.</p> <p>2. Elliott Gorelick mentioned that Part D enrollment is coming up and suggested working with UCSF on a community education session. Anyone interested can contact him to coordinate possible scheduling. The deadline is November 30.</p>	
		<p>3. Outreach Update and Upcoming Events</p> <p>a. A postcard went out to 14,000 on our mailing list which gave information on the radiology department upgrades.</p> <p>b. The Senior Safety Program of the Alameda Fire Department no longer exists, but is being restructured. Alameda Hospital is in communication to see how we can partner with them.</p> <p>c. Alameda Family Services are connected to our Emergency Room for referrals and as a resource.</p> <p>d. Friends of the Parks: Alameda Hospital is now working with the City to see how we can become involved and help.</p>	
	D.	Alameda Hospital Foundation Update	
		Dennis Eloë announced that the Foundation had appointed 3 new Board members at the Annual Meeting on October 12.	
	E.	Discussion on November and December Committee Meeting Dates	
		<p>The November meeting will be held on Tuesday, November 15 instead of November 22. There will be no meeting in December.</p> <p>There is a Community Forum to be held on November 2, 2011 at 7:00 p.m. at Alameda Hospital in Conference Room A. Please encourage attendance. A flyer will be emailed</p>	
III.	Board Committee Comments	Dr. Chen's stated that he is excited about the involvement of the community in this committee. He encouraged them to take leadership in their role on the committee and for Louise Nakada to delegate portions of the work to the volunteers. Dr. Chen suggested that the community volunteers have their own business cards to identify themselves to others in the community.	
IV.	Public Comments	Jim Franz would like to see an effort made to better communicate with the community relations volunteers when there is a public incident or something negative in the press about the Hospital. He would like to see those who represent Alameda Hospital in the community to be informed so that they are able to be informative to others. The example he gave was the issue of Alameda Hospital receiving a \$50,000 fine. Mrs. Stebbins explained the situation surrounding the	

		<p>fine, and also stated that Alameda Hospital is appealing the fine.</p> <p>Ms. Fanse asked if Electronic Medical Record funding is available, as she feels it would be beneficial to have medical records available to patients who travel or simply have doctors in other locations. Mrs. Stebbins let her know that we currently do not have such a system in place, but that we are approximately two years away from full implementation of a program.</p>	
V.	Adjournment	<p>The meeting was adjourned at 9:06 a.m.</p>	

DRAFT