



AGENDA

Community Relations Committee

Tuesday, January 22, 2013 – 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

Terrie Kurrasch

A. Introductions

II. Regular Agenda

A. Action Items

- 1. Approval of Minutes –November 27, 2012 **ACTION ITEM** Terrie Kurrasch
[enclosure]

B. Committee Membership and Meeting Schedule Terrie Kurrasch

C. Community Relations and Outreach Louise Nakada

- 1. Marketing and Communications
- 2. Community Events: Flu Clinic, Sports Injuries Seminar

D. Presentation: Alameda Hospital Strategic Plan Update Deborah Stebbins

III. Board / Committee Comments

IV. Public Comments

V. Adjournment

VI. Next Meeting: March 19, 2013

Proposed Meeting Schedule for 2013:

January 22, 2013	July 16, 2013
March 19, 2013	September 17, 2013
May 21, 2013	November 19, 2013



Minutes of the Community Relations Committee

November 27, 2012

<u>Board Members Present:</u>	<u>Medical Staff Present:</u>	<u>Community Members Present:</u>	<u>Management Present:</u>
Stewart Chen, DC, Co-Chair		Terrie Kurrasch, Co-Chair Mike McMahon Monica Valerio	Bill Withrow Tracy Zollinger, L.Ac. Jeptha Boone, MD
			Deborah Stebbins Tony Corica Dennis Eloie Richard Espinoza
			Brian Jung Louise Nakada Erica Poncé
<u>Absent:</u>			
Jordan Battani	James Kong, MD Jim Yeh, DO	Jim Franz Hien Doan	Shubha Fanse
<u>Guests:</u>			
Jeanette Malbranch	Jaseon Outlaw	Karen Fong	
<u>Submitted by:</u> Erica Poncé			
Topic	Discussion	Action / Follow-Up	
I. Call to Order	Terrie Kurrasch called the meeting to order at 7:36 a.m.		
	A. Introductions Self-introductions were made by attendees.		
II. Regular Agenda	A. Action Items		
	1. Approval of Minutes: June 26, 2012	Bill Withrow made a motion to approve the minutes as presented. Tracy Zollinger seconded the motion. The motion carried.	
	2. Approval of Minutes: September 25, 2012	Jeptha Boone made a motion to approve the minutes as	

			presented. Mike McMahon seconded the motion. The motion carried.
	B.	<p>Committee Membership Discussion</p> <p>Ms. Kurrasch announced that there will be a letter sent out to the Committee members to gauge their interest in continuing to serve on the Committee for calendar year 2013. She added that the Committee meetings are at least quarterly, but at this time the meetings are every other month.</p>	
	C.	<p>Long Term Care Overview</p> <p>Waters Edge, South Shore, Subacute Unit</p> <p>Richard Espinosa, Director of Long Term Care Operations, gave a report about the long term care facilities of the District. Waters Edge is licensed for 120 beds, but comfortably fits 110. There are currently 104 patients/residents. South Shore has a total of 26 beds and is at 92% capacity. The subacute units have 35 beds and are currently near capacity. All three long term care facilities have surpassed fiscal goals for the first quarter of this new fiscal year. A focus is being given to quality of life for each of the residents and patients. This new focus can be seen through the remodeling of the facilities, the addition of a psychologist, massage therapy, physical therapy, field trip outings, and more.</p> <p>During a time of questions and comments, discussion included measuring patient/family satisfaction, family support, and social workers. Mr. Espinosa welcomed Committee members to contact him if they are interested in beginning new professional services for the patients and/or volunteering their time.</p> <p>There was further discussion regarding getting information to the community through press releases, a brochure which encompasses all long term care units, and asking Deborah Stebbins, CEO, to post a "My Word" editorial in the Alameda Journal.</p>	
	D.	<p>New Programs Update</p> <p>Brian Jung, Chief Business Development Officer, provided an update on the Kate Creedon Center for Advanced Wound Care and the Bay Area Bone & Joint Center.</p>	

		<p>The Wound Care Center is ahead of budget and has had over 700 patient visits. One of the goals of the Center was to attract patients from off-island; they have succeeded in this goal with approximately 70% of the patients coming from outside of Alameda. The Hyperbaric Oxygen Therapy treatments are going well, and are operating at 90% capacity.</p> <p>The Bay Area Bone & Joint Center is the District's new comprehensive orthopaedic program, located at 947 Marina Village Parkway. The website is www.bayareabonejoint.com, and has information and a video. The physicians have been actively involved in the community at speaking engagements and meetings for marketing purposes. The Committee is welcome to attend an open house on Wednesday, December 12, 2012 at 5:30 p.m.</p>	
	E.	Physician Relations Update	
		<p>Tony Corica, Director of Physician Relations, updated the Committee regarding physician relations. On November 15, 2012, a successful Physician's Mixer was held to introduce new physicians to existing Medical Staff members. On Monday and Friday mornings, Golden Gate Urology is seeing patients in their new South Shore office. A physician satisfaction survey is being sent out this month, and the results will be available in early 2013. There are currently active discussions with a general surgeon who has shown interest with joining our Medical Staff.</p>	
	F.	Foundation Update	
		<p>Dennis Eloe, Foundation Director, highlighted the dates of the upcoming employee appreciation celebrations and encouraged Committee participation:</p> <p>Holiday Luncheon: December 18, 2012 from 11:30 a.m. to 1:00 p.m. Holiday Dinner: December 18, 2012 from 5:30 p.m. to 6:30 p.m. Holiday Breakfast: December 19, 2012 from 7:15 a.m. to 8:15 a.m.</p> <p>Mr. Eloe also announced the annual Masquerade \$5 Sale, December 13 and 14, 2012 in the Dal Cielo Conference Room beginning at 7:00 a.m. each day.</p>	
III.	Board Committee Comments	<p>Dr. Stewart Chen thanked the Committee for their support over the past two years that he has served as Committee Chair. He asks that the Committee continue to look for ways to grow and add members in the near future.</p> <p>Mike McMahon asked that Committee leaders consider updating the</p>	

		Committee regarding strategic planning and future direction for the District.	
IV.	Public Comments	There were no public comments at this time.	
V.	Adjournment	The meeting was adjourned at 8:54 a.m.	
VI.	Next Meeting	January 22, 2013 at 7:30 a.m. in The Dal Cielo Conference Room, Alameda Hospital.	

DRAFT

DATE: January 3, 2013
FOR: January 9, 2012 District Board Meeting
TO: City of Alameda Health Care District, Board of Directors
FROM: Deborah E. Stebbins, Chief Executive Officer
SUBJECT: CEO Report to the Board of Directors

1. Bay Area Bone & Joint Center

In its first two months of operation, the Bay Area Bone & Joint Center has had 142 patient visits vs. 151 budgeted visits per the pro forma, thereby achieving 94% of its targeted level of activity, despite inclusion of both the Thanksgiving and Christmas holiday seasons. 42 Diagnostic Imaging tests were performed as compared to 44 budgeted. December marketing highlights include an expansion of advertisements in the Alameda Sun and Alameda Journal to also include the El Cerrito Journal and Berkeley Voice. In January, a video flash marketing campaign will begin at the Harbor Bay Club, and a print campaign with the Alameda Rotary Club. Presentation to various civic organizations, as well as individual meetings with primary care and specialty service providers continue to be made. A consultant, Mary Ann Pises, has been engaged to evaluate and maximize current marketing and practice management efforts.

2. Physician Relations

Golden Gate Urology Medical Group, which opened an Alameda office in October, conducted a free Men's Health Seminar for the public on December 3, 2012. The event was held at the South Shore Medical Office Building, and was well-attended.

The cessation of orthopedic services at San Leandro Hospital in December 2012 has led to a number of orthopedic surgeons in that area inquiring about Alameda Hospital's capability to provide services for their inpatients.

3. Capital Projects

a) Seismic

Two of the three NPC2 upgrade projects due on December 31, 2012 have been substantially completed with the third project expected to be completed by Q3 2013. OSHPD plan approval was secured, and construction on the anchoring of emergency lighting and signage in the East Wing (original 1925 building) began in early December. The Construction Advisory Field Visit Report submitted on December

31, 2012 documented a 90% completion status, with an anticipated 100% completion expected by January 12, 2013.

OSHPD plan approval was also secured for the emergency communications NPC-2 compliance project, which entailed anchoring of existing systems. This work also achieved a 90% completion status on December 31, 2012 and is expected to be 100% complete by January 12, 2013.

b) Bulk Oxygen Tank

Despite further delays from the bulk air supplier and tank manufacturer, completed plans were submitted to OSHPD mid-December and officially logged by OSHPD on December 27, 2012. The Hospital's request for a "Rapid Review" process was denied, so the bulk oxygen tank project will go through the regular approval process, allowing OSHPD 60-days to review, with two 30-day back check response time periods. This could potentially delay the beginning of construction by two months, moving anticipated completion of the project to the July 2013 timeframe. In the meantime, management is preparing for the public bid process to select a construction and installation vendor.

The City of Alameda Planning Board approved the conditional use permit with reduced parking on December 10, 2012. The Planning commission requested as a condition of approval that the hospital initiate a bike to work campaign directed towards employees to potentially help with the limited parking on the hospital campus. The Planning Board also requested an update from the District on any impact due to the reduced parking as a result of the new oxygen tank, including feedback from community.

c) SB90/SB499 Extension Report

The Hospital completed its application to extend the deadline to become SPC2 compliant beyond the current deadline of December 31, 2012 and continues to await a final decision from OSHPD.

d) CMS Sprinkler Mandate Report

This project is on schedule to be completed before the August 18, 2013 deadline. Completed plans were submitted to OSHPD and were officially logged into the state's project tracking system on January 2, 2013. A "Rapid Review" process by OSHPD is expected, and subsequent public bid process should allow the estimated 100 days (or less) of construction to be finished by the mandated deadline.

4. Alameda Hospital Foundation Update

The Alameda Hospital Foundation ended its fiscal year on December 31, 2012 with total annual contributions just over \$610,000. This exceeded the five-year strategic goal to raise \$500,000 per year by 2013 through fund-raising initiatives. During 2012, the Foundation provided \$435,000 to the Hospital for capital needs.

5. Key Statistics –December 2012

	December Preliminary	December Budget	% Δ compared to Budget	% Δ compared to November	November Actual
Average Daily Census	190.13	189.58	0.3%	0.0%	190.20
Acute	33.35	31.97	4.3%	0.0%	33.37
Subacute	30.45	32.19	-5.4%	-6.2%	32.47
South Shore	21.35	21.42	-0.3%	-7.7%	23.13
Waters Edge	104.97	104.00	0.9%	3.7%	101.23
Patient Days	5,894	5,877	0.3%	3.3%	5,706
ER Visits	1,473	1,423	3.5%	1.1%	1,457
Wound Care Visits	270	200	35.0%	-8.8%	296
OP Registrations (excl WC)	2,073	2,014	2.9%	-8.8%	2,273
Total Surgeries	154	192	-19.8%	-6.7%	165
Inpatient Surgeries	37	44	-15.9%	-17.8%	45
Outpatient Surgeries	117	148	-20.9%	-2.5%	120
Case Mix Index	1.2887				1.4469

6. Information Technology Update and Meaningful Use

The Information Technology Department continues to focus efforts toward the attainment of Meaningful Use Stage I. We are currently on track to attest beginning in mid-2013. The staff is being reconfigured to support the MEDITECH system's anticipated increased utilization as the Electronic Medical Record is implemented. A new Network Administrator and Radiology Information System/PACS Administrator have been added to the team. A vacated Data Analyst position and a new Lab Information System Coordinator position both remain open.

7. Human Resources

The Hospital received timely notification from OPEIU, Local #29 (Clinical Laboratory Scientists), of their desire to open negotiations for their Memorandum of Understanding which expires January 31, 2013.

Management continues to meet with the bargaining team for the California Nurses Association regarding their new agreement. We continue to work under extensions of their MOU, the most current of which is January 31, 2013.

Ongoing discussions continue with the Operating Engineers, whose contract expired in October of 2010 with an agreed upon extension.

Further, ILWU Local #6 (Radiology Technicians) expires in June 2013, Waters Edge Employee Association expires in August of 2013, and SEIU UHW-West expires in April of 2015 (with wage openers in April of 2013 and 2014).

8. Kate Creedon Center for Advanced Wound Care

After five months in operation, the Kate Creedon Center for Advanced Wound Care continues to run ahead of budget in volume growth. Through December 2012, the Center has generated 380 ancillary services for the Hospital, with 99 in December alone. December saw 283 wound care patient visits (total increase of 33%), bringing the YTD total patient visits to 1,100. A total of 135 patients have been treated, with 71 patients currently on the schedule. Efforts to gain patients from off-island have been very successful: 75% of patients have originated from outside Alameda, with the percentage of off-island patients for the month of December being 94%. Since the initial HBOTreatment at the end of August, 265 HBOT treatments have been administered, of which 61 were completed in December.

9. DSRIP Report

The Hospital awaits a CMS decision on the criteria submitted in October regarding a three-year proposal for delivery system reform under California's Section 1115 Waiver's Delivery System Reform Incentive Pool (DSRIP) Program. DSRIP is designed to promote a higher quality of care and improved health of patients and families served by the California's non-designated public hospitals. DHCS has recommended to CMS that district hospitals not submit any projects for Category III: Population Focused Improvement, but that a minimum of two projects be submitted for Category IV: Patient Safety. Management is in the process of setting the proposed criteria, to be submitted by mid-January.

10. Long Term Care

Each of the three service areas for long term care (Sub-Acute, South Shore and Waters Edge) successfully completed the annual State inspection for recertification as well as its annual Life Safetyinspection. The State recertification survey was a five-day inspection comprised of seven Health Evaluator Nurse Inspectors in all three locations at the same time, as the three locations are considered one unit with a total of 181 beds. All locations performed well and demonstrated system integration and program development under the Alameda Hospital plan.

Growth continues to be the focus for all locations with an emphasis on further referral and contract development. Continued program development and fine tuning of existing programs is at the forefront of our Performance Improvement in order to ensure we are meeting the needs of the community and residents.