



**MINUTES OF THE APRIL 16, 2019 MEETING OF THE  
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

**CALL TO ORDER**

President Hempel called the meeting to order at 12:00 PM in the lobby conference room at 1425 N. McDowell Blvd.

**PRESENT**

Elece Hempel, President  
Fran Adams, RN, BSN, Secretary  
Gabiella Ambrosi, Director-at-Large  
Crista (Chelemados) Nelson, Director-at-Large  
Jeffrey Tobias, MD, Acting Treasurer

**ALSO PRESENT**

Ramona Faith, CEO, PHCD  
Andrew Koblick, Controller, PHCD  
Ruth Wells, Board Clerk, PHCD  
Jim Goerlich, RN, Petaluma Staff Nurse Partnership  
Pam Granger, Tobacco-Free Coalition  
Tyler Hedden, SJH Interim CEO  
Kurt Malmgren, SJH Director of Finance  
Carley Moore, Sonoma County Tobacco/Nicotine Prevention  
Carm Mocerri, SJH Regional Chief Strategy Officer  
David Southerland, St. Joseph Health  
Terese Voge, Sonoma County Tobacco/Nicotine Prevention

**CALL FOR CONFLICT**

President Hempel called for conflict. There was none.

**MISSION AND VISION**

Director Adams read the mission and vision of the Petaluma Health Care District.

*The mission of the Petaluma Health Care District is to improve the health and well-being of our community through leadership, advocacy, support, partnerships and education.*

*Petaluma Health Care District envisions: A healthier community; a thriving hospital; local access to comprehensive health and wellness services for all.*

## **CONSENT CALENDAR**

**A MOTION was made by Director Adams and seconded by Director Tobias to approve the following Consent Agenda items:**

**Agenda for April 16, 2019**

**Minutes of the PHCD Board meeting of March 19, 2019**

**Financial Statements for February 2019**

**This motion was PASSED by a vote of 5 ayes (Directors: Adams, Ambrosi, Hempel, Nelson, Tobias) and 0 noes.**

## **PUBLIC COMMENTS ON NON-AGENDIZED ITEMS**

Jim Goerlich reported on the PSNP rally on April 13 that was used in part to dramatize various patient safety scenarios. The ambiance was very positive and community involvement was great. He also expressed appreciation for having been invited to participate in the PHCD strategic planning retreat on April 15. He was very encouraged by what he heard and saw. He encouraged the board to share their vision for the hospital publicly.

## **BOARD COMMENTS**

Director Tobias reviewed two chapters *52 Ways to Make a Better Board*, which the board is reading together. Chapter 28 discusses agenda planning and format. The author recommends spending less time on reports and more time on strategic thinking and discussion. Chapter 29 advises that boards conduct regular self-assessment, which is practiced annually by the PHCD board.

Director Adams noted that issues raised in the public comment section of the March 19 PHCD board meeting require a response. President Hempel requested that the Public Comments issues raised in March be placed on the May agenda for formal discussion.

## **PETALUMA VALLEY HOSPITAL**

### **SRM Alliance Board Update**

The Board welcomed David Southerland (Interim PVH VP of Operations) to the meeting. He provided the following operational update.

The Joint Commission inter-cycle visit on March 28-29 went very well. A couple of areas for improvement were identified, in particular being aware of and documenting patients at risk for suicide. Hospital-acquired infection rates continue to run near zero. Implementation of Cultural Compass is helping improve patient satisfaction scores. He distributed a sample of the Daily Huddle to board members to demonstrate how the Cultural Compass is implemented with care givers at each shift. In addition to motivational comments, the unit is given opportunity to report equipment and safety issues that are timely reviewed by administration and tasked for follow up.

Management is working to replace the washer on the surgical unit, and will be working with sister facilities in Napa and Santa Rosa until a new unit is installed. The hospital lobby floor will be refurbished in the coming week during overnight hours. In 2019 SJH will invest \$150,000 in facility and equipment upgrades.

Mr. Southerland noted that staffing levels have been increased such that the Family Birthing Center and ICU have eliminated use of traveling nurses. Labor negotiations with the nurses' union have reached agreement on 24 articles in the contract. The next negotiations meeting will be May 3.

SJH's employee recognition program Values in Action recently honored Melissa Wilhite-Youngflesh for her service and demonstration of compassion. He also noted that Emergency Dept. volunteer Russ McDaniel will be recognized as the Volunteer of the Year by the Petaluma Area Chamber of Commerce.

CEO Ramona Faith mentioned that the District had hired an engineer to conduct a hospital facility assessment and the report from the assessment identified areas to be upgraded and/or replaced. SJH has taken action but it is time to revisit the completion status of the various facility projects based on the report. Faith mentions this only because Mr. Southerland is new to his role and requests that they meet to review the report.

The Board thanked Mr. Southerland for his presentation.

### **St. Joseph Health's Strategies for Sonoma County Region and Petaluma Valley Hospital**

The Board welcomed Tyler Hedden, Interim CEO for St. Joseph Health Sonoma County, to the meeting. He stated that the strategy for Sonoma County will be given in closed session. He affirmed that SJH is committed to the Petaluma community. It is difficult to be more specific about future plans until the joint operating company receives all necessary regulatory approvals. Both sides are eager to complete negotiations and reach a definitive agreement on a PVH lease.

Mr. Hedden gave a brief overview of the operations statistics for PVH. PVH's centers of excellence include: JCHO-certified as Stroke Ready; 24/7 emergency care, ICU and telemetry; orthopedic and general surgery. In addition, PVH is known for digital mammography, cardio-pulmonary rehab and the Family Birthing Center.

SJH is working to increase general surgery volume at PVH. Mr. Hedden noted that SJH uses a PVH-first protocol, whereby if a transfer is appropriate, Memorial will refer patients to PVH to balance capacity at both facilities. At present this averages two patients per day. An additional general surgeon is being recruited to support the additional volume at PVH.

SJH is striving to keep patients close to their homes, unless highly specialized care requires their transfer out of the area. He noted that one way to support the local health care system is to use Western Health Advantage insurance and SJH services, which will help keep patients nearer their homes and local hospitals open.

Director Tobias asked whether PVH's available capacity can be leveraged. Mr. Hedden explained that options are being explored to convert under-utilized beds to flex beds for skilled nursing or behavioral health patients.

Mr. Hedden noted that despite the uncertainty of waiting for approval of the joint operating company, SJH continues to make capital investment in PVH equipment and systems.

Director Tobias asked whether the joint operating company review process has raised any issues. Mr. Hedden has not participated directly in the regulatory review, but stated his sense that it is proceeding well.

Director Adams questioned whether the PVH budget is built on high or low use rates. SJH management explained that patient volume is declining nationwide, but that many factors are evaluated when projecting admissions and use rates.

The Board thanked Mr. Hedden for his presentation.

## **PUBLIC COMMENT ON CLOSED SESSION ITEMS**

There were no public comments.

## **ADJOURN TO CLOSED SESSION**

President Hempel adjourned the meeting into Closed Session at 12:49 PM for a

- conference regarding future strategic plans for Petaluma Valley Hospital pursuant to Health and Safety Code § 32106(b) concerning new services at 400 N. McDowell Blvd., Petaluma; St. Joseph Health.

## **ADJOURN TO OPEN SESSION**

President Hempel adjourned the meeting to open session at 2:13 pm and reported that no action had been taken in closed session. The Board thanked the SJH team for their presentation.

The Tobacco Retail License Information discussion occurred next, but is minuted in the order of the agenda.

## **ADMINISTRATIVE REPORTS**

### **PRESIDENT'S REPORT**

The Board reviewed the current board committee structure. The following appointments were made for the remainder of the 2019 calendar year:

Finance and Business Development Committee: Director Tobias, chair

Governance Committee: President Hempel, chair, and Director Nelson

CHIPA: All Directors

Community Advisory Committee: This committee charter will be brought back as an agenda item for discussion and clarification in May or June

Ad Hoc Hospital Quality Stewardship Committee: Director Adams, chair, and Director Ambrosi

Ad Hoc Committee for Planning /Public Information for Community Support: It was agreed that there is no need for this committee to meet unless/until the District wishes to pursue a funding ballot measure

### **CEO REPORT**

CEO Ramona Faith called attention to the May 7 board meeting scheduled to review applications for District grants for the 2019-2020 fiscal year.

### **BOARD CONTINUING EDUCATION REPORTS**

This report will be deferred to the next board meeting

## **TOBACCO RETAIL LICENSE INFORMATION**

The Board welcomed Carley Moore and Terese Voge to the meeting. They provided an overview of Sonoma County Department of Health Services' Tobacco/Nicotine Prevention program (Impact Sonoma). Impact Sonoma has received a Dept. of Justice grant to conduct a youth tobacco/nicotine use assessment and develop educational tools. Together with several members of the CHIPA Heart Health work group, Ms. Moore and Voge have researched how other communities in the county handle tobacco retail licensing (TRL).

The TRL has been shown to reduce youth access to electronic nicotine delivery devices (vaping) by providing more restrictions in the retail environment and monitoring vendors with compliance visits.

Tobacco cessation education to youth was successful until the development of electronic cigarettes – a hot new technology with high nicotine content. Many youth do not perceive any harm from vaping. However, in addition to water vapor; these devices contain 10 chemicals including high doses of nicotine salt that is absorbed more rapidly than traditional tobacco products. Use among high school youth and middle school youth increased by 70% and 50% respectively in just one year. In Petaluma, while minors cannot legally access a smoke shop, e-cigarettes can be sold at other retail locations such as grocery and convenience stores. Locally, there is higher use by youth in Petaluma than surrounding cities.

Impact Sonoma is working with Hearts of Sonoma (a program of Sonoma County Health Action). This group is working with service providers to determine opportunities for screening and next steps. They also are working with Center for Well-Being community health workers to screen clients for exposure to second-hand smoke and provide a warm handoff to health care providers.

Impact Sonoma would like to support Petaluma's effort to adopt a TRL. They attended the City's goal-setting workshop and gleaned several positive comments from Council Members Dave King and Mike Healey, and the City Attorney. Members of the TRL policy work group will follow up with the City Council, City Manager and Police Chief to discuss further. They also are working with Petaluma City Schools to develop and implement an enforcement policy with respect to e-cigarettes.

CEO Ramona Faith will work with the group on their approach to the City Manager and City Council over the next several months. The Impact Sonoma team and Heart Health group were invited to return to the PHCD board in the fall to report on further developments.

The Administrative Reports occurred next, but are minuted in the order of the agenda.

## **FORGING A NEW PATH FOR PETALUMA VALLEY HOSPITAL**

CEO Ramona Faith was approached by the PVH Foundation to partner in cultivating community support for the public vote for the hospital lease. She asked for two directors to participate in that discussion group. President Hempel appointed Directors Nelson and Adams to serve as representatives.

## **FINANCIAL SUSTAINABILITY**

Director Tobias reported that the Finance and Business Development Committee met on April 10 with nothing to report. Business development ideas were discussed at the April 15 board

strategic planning retreat. Following the completion of the PHCD Strategic Plan and review of the impending Community Health Needs Assessment report, the Committee will evaluate and begin to explore relevant business development options.

### **INFORMATIONAL ITEMS**

There were no comments on the informational items in the agenda packet.

### **PLUS / DELTA**

No comments were offered.

### **ADJOURN**

The Board will next meet in a special session on May 7 at 7:30AM.

The next regular Board meeting will be May 21, 2019 at 12:00PM.

President Hempel adjourned the meeting at 3:08PM.

Submitted by Fran Adams, Board Secretary

Recorded by Ruth Wells, Board Clerk