

**MINUTES OF THE MARCH 18, 2014 REGULAR MEETING OF THE  
PETALUMA HEALTH CARE DISTRICT BOARD OF DIRECTORS**

**CALL TO ORDER:**

President Thornton called the meeting to order at 12:05pm in the building conference room at 1425 N. McDowell Blvd.

**PRESENT:**

Fran Adams, RN, BSN, Secretary  
Elece Hempel, Member-At-Large  
Robert Ostroff, MD, Treasurer  
Josephine S. Thornton, MA, President

**ABSENT:**

Kathie Powell, MS, Vice-President

**ALSO PRESENT:**

Kitty Brown, RN, PVH  
Suzanne Cochrane, Board clerk, PHCD  
Ramona Faith, CEO, PHCD  
Kathy Ficco, Community Member  
Jessica Jauregue, HR Director, SJH  
Richard Nadale, Director of Finance, PHCD  
Tiffany Oliver, CNO, SJH  
Joanne Morton, RN, PVH  
Todd Salnas, CEO, SJH

**CALL FOR CONFLICT:**

President Thornton noted there were no Agenda items that were in conflict of interest with Directors.

**CONSENT CALENDAR:**

**A motion was made by Director Hempel, seconded by Director Adams to approve the March 18, 2014 Agenda and the February 18, 2014 minutes. This motion was approved by a vote of 4 ayes (Directors: Thornton; Ostroff; Hempel; Adams) and 1 absent (Director Powell).**

**PUBLIC COMMENTS:**

Kitty Brown, RN, Petaluma Valley Hospital presented the Board with a letter from the Surgical Services staff regarding staffing concerns. Ms. Brown reviewed sections of the letter with Directors.

Joanne Morton, RN, Petaluma Valley Hospital outlined concerns on staffing on-call personnel noting often times open slots require staff to work extra shift and at times double shifts. This is taxing on the limited amount of staff available for each unit. The use of traveling nurses does fill in the gaps but also require training time by staff.

**BOARD COMMENTS:**

Ramona Faith, CEO will address nursing communications relative to staffing issues under CEO Report.

**ADMINISTRATIVE REPORT:**

**CEO Update:**

There were no additional questions or discussions regarding CEO report.

The February 20, 2014 Health Action Report was included in the Board packet. Ms. Faith noted that Mayor David Glass has been appointed by City Council to participate on the Sonoma County Health Action Committee. Ms. Faith met with Mayor David Glass and reviewed CHIPA and work group priorities as well as what the District is doing to improve the health of the community.

Ms. Faith reported a Petaluma Valley Hospital Compliance Committee meeting occurred from a result of communications from the nursing staff relative to staffing issues. As directed by the Board, Ms. Faith prepared a summary of staffing issues from PVH nurses via email and forwarded to Board of Directors. With the establishment of the Compliance Committee, Directors discussed how to proceed.

President Thornton noted that SRM Alliance is following the process outlined in the CNA contract for the handling of Assignment Despite Objectives completed by the nursing staff.

Discussion ensued with the Board recommending to no longer summarize staffing issues from nurses' emails but requested results from the Compliance Committee be forwarded to Ms. Faith to update the Board.

Ms. Faith reviewed the ACHD Description of District Hospitals.

Ms. Faith has been working with Edelman Marketing Company in developing a proposal for a PR Marketing and Communication Plan for a cost of \$12,000. This project was budgeted as a 2013-2014 expenditures and will involve input from staff and board members.

**A motion was made by Director Hempel seconded by Director Adams to approve the Edelman Marketing Company proposal for PR Marketing and Communication Plan for a cost of \$12,000. This motion was passed by a vote of 4 ayes (Directors Thornton, Ostroff, Adams, Hempel) and 1 absent (Director Powell).**

***President's Report:***

President Thornton distributed a memorandum from Jane Read regarding staffing issues.

## **FISCAL SUSTAINABILITY:**

### ***January 31, 2014 Financials:***

Rick Nadale, Director of Finance, presented PHCD Financials ending January 31, 2014 and indicated as of January 31, 2014 the Statement of Net Assets reflected assets of \$13,194,195 and liabilities and deferred revenue of \$2,006,651 leaving the net fund balance at \$11,187,544.

The monthly Statement of Revenue and Expense shows a loss of \$57,371 (including \$3,282 in unrealized portfolio losses) which is \$27,378 better than the budgeted loss of \$84,749.

The January 2014 year to date bottom line shows a loss of \$414,385 which is \$68,611 better than the budgeted loss of \$482,996.

### ***Lynch Creek Property Update:***

Jim Stephens, Browman Development, Rick Nadale, Director of Finance, and Ramona Faith met with the City Manager regarding the Walgreens Project. Discussion included the process on how Livermore City Council approved a similar project involving a prescription pick-up window with a General Plan that included no drive-thru approval.

The Walgreens Project will be presented to the Planning Committee in April and tentatively on the Agenda for the May City Council meeting.

### ***Proposal for Planning & Public Information Services for Community Support:***

Ramona Faith presented a proposal for Tramutola Advisors to work with the Petaluma Health Care District in identifying a clear and specific plan on community support for a fee of \$7,500/month.

**A motion was made by Director Ostroff, seconded by Director Adams to approve the proposal for Tramutola Advisors. This motion was approved by a vote of 4 ayes (Directors Thornton, Ostroff, Adams, Hempel) and 1 absent (Director Powell).**

## **PETALUMA VALLEY HOSPITAL:**

Todd Salnas, CEO, St. Joseph Health, reported on a recent regional meeting of Emergency Department physicians to collaborate on ways to improve efficiency in treating patients in the ER. In addition, an effort is being made to reach out to Kaiser to further explore options for treating ED Kaiser patients and review St. Joseph Health's strategic priority on mental health patients. A pilot program is being considered utilizing Dr. Gude's robotic unit in the treatment of mental health assessments.

### ***PVH Employee Engagement:***

Jessica Jauregua, HR Director for St. Joseph Health provided an over view on Employee Engagement. A bi-annual Employee Engagement survey was completed between June 5 and June 18, 2013. Focus groups were scheduled to review improvement strategies and tactics and compilation of action plans.

The improvement strategies were developed into a Tier 1 and Tier 2 approach to be implemented over an 18 month period. Tier 1 is the ministry wide action plan and Tier 2 is the departmental/functional area specific plans.

Action plans were reviewed for Tier 1 which will address concerns presented in employee engagement survey results as well as those presented in November's employee focus groups. The plan is sponsored by the EMT with support and involvement from the larger AMT. A "Walk in My Shoes Program" where EMT members shadow staff members one time per quarter and share their experiences and learning will also be implemented. Division leadership will utilize the "Studer" initiative.

### ***PVH Patient Experience:***

Tiffany Oliver, Chief Nursing Officer, reviewed patient satisfaction areas that will be a focus to improve patient experience at Petaluma Valley Hospital. Data collected from patient satisfaction surveys from October 2006 through 2013 were reviewed. Overall score for Petaluma Valley Hospital is currently 72.9% with a target to improve to the 75<sup>th</sup> percentile.

Ms. Oliver reviewed action items to improve best practices as follows:

- Changing Culture and Building Relationships
- Accountability for Leadership Rounding
- Utilizing Best Practices from Covenant Health & other successful organizations
- Engaging employees to participate in decision making around the patient experience
- Building Patient Care Pathways from the Patient perspective
- Skills lab and Competency Based Patient Experience Model
- Engaging and Collaborating with the entire Ministry to ensure the Patient Experience is a Priority

### **INFORMATIONAL ITEMS:**

Ramona Faith distributed information regarding the District sponsored Documentary Premiere Film titled "Are We Crazy About our Kids? The Cost/Benefit Equation" scheduled for April 9, 2014 at 6:30pm at the Petaluma Cinemas. Erin Hawkins secured a grant from First 5 to present the documentary film and is working with a sub-committee of the Cradle to Career Work Group in formalizing the program. Panelists will be conducting a dialogue after the film. Directors were encouraged to attend.

Ramona Faith reviewed upcoming events. Participation of Directors was confirmed for the following events;

- March 27, 2014 - Chamber of Commerce Community Awards (Josephine Thornton, Kathie Powell)
- March 28, 2014 - PPSC Rock n' Bowl 2014 (Josephine Thornton)
- April 7-8, 2014 - ACHD Legislative Day (Fran Adams, Elece Hempel)
- April 9, 2014 – Documentary Film “Are We Crazy About our Kids” (Josephine Thornton, Elece Hempel)
- May 9, 2014 Go Red for Women (Elece Hempel)

**ADDITIONAL PUBLIC COMMENTS:**

There were no additional public comments.

**PLUS/DELTA:**

Short meeting

**ADJOURN**

President Thornton adjourned the meeting at 2:15pm.

Submitted by:

Fran Adams, Board Secretary

**RECORDED BY:**

Suzanne Cochrane, Board Clerk