

Petaluma Health Care District Seeks Public Input on Priorities for Selection of Petaluma Valley Hospital Operator

PETALUMA, Calif., Nov. 10, 2015 – [Petaluma Health Care District](#) (PHCD) announced that it closed the window for the submission of new proposals from potential operators of Petaluma Valley Hospital (PVH) on October 20. Now in a 60-day quiet phase as the responding operators complete their due diligence and refine their bids, PHCD is, again, reaching out to the Southern Sonoma County community for input on prioritizing the service offerings and final selection criteria that will inform the PHCD Board of Directors in its discussions and negotiations regarding the future operation of PVH.

PHCD will dedicate two December board meetings, as well as two additional evening meetings in January, to receive public input regarding the service offerings and selection criteria:

- Tuesday, December 1 – 7:30 a.m.
- Tuesday, December 15 – noon
- Wednesday, January 6 – 7:00 p.m. - 8:00 p.m.
- Thursday, January 14 – 5:30 p.m. - 6:30 p.m.

The meeting dates and times have been set to accommodate the varied scheduling needs of interested residents. The meetings will take place in the main conference room at 1425 N. McDowell Blvd. in Petaluma.

“We are steadfast and dedicated to finding the best possible outcome for the future of acute health care in Petaluma, and we continue to encourage the community to engage with us in this process,” said Ramona Faith, CEO of PHCD.

Since 2014, PHCD has been administering a due-diligence initiative to identify viable options for the continued operation of PVH when its 20-year lease with St. Joseph Health expires in January 2017.

One of the early initiatives included a series of stakeholder interviews with community, business and health care leaders, as well as hospital physicians and staff, to gather input on priorities for hospital services, evaluate the current strengths of the hospital, and assess barriers to meeting the future health needs of the community. This data was incorporated into the request for bid proposals issued earlier this year. A complete report from this community input was compiled in March 2015 and can be accessed [here](#).

Elece Hempel, president of PHCD’s board, said, “This continuous feedback helps shape our evaluation criteria and our ability to request these services from the potential operators.”

After all revised proposals are received from potential operators, PHCD’s board will examine them, engaging each bidder in a collaborative review process. This will include evaluating how well each bid meets PHCD’s proposed service offerings and selection criteria, ultimately determining with the potential operator whether any final changes to the bid will be made. The board will then select an operator and make a recommendation to the community. Soon thereafter, PHCD will conduct public forums to fully communicate the recommended proposal

and gather public reaction. Ultimately, the arrangement with the proposed operator will be submitted as a ballot measure for public vote.

About Petaluma Health Care District

The Petaluma Health Care District (PHCD) is dedicated to improving the health and well-being of the Southern Sonoma County community through leadership, advocacy, support, partnerships and education. Its vision is to foster a healthier community, a thriving hospital and local access to comprehensive health and wellness services. PHCD has served the health and wellness needs of the community for 70 years and is a public agency managed by the community for the community. For more information, please visit www.phcd.org.

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