

January 11, 2010

The regular meeting of the Board of Commissioners of Whidbey Island Public Hospital District was called to order at 6:00 p.m. by Board President, Roger Case. Present were President Case, Commissioner Wallin, Commissioner Tarrant, Commissioner Zaveruha and Commissioner Cammermeyer. Chief Executive Officer, Tom Tomasino; Chief Financial Officer, Joe Vessey; Chief Nursing Officer, John Bitting; Chief Human Resources Officer, Carolyn Pape; Director of Quality and Patient Safety, Teresa Fulton; Chief of Staff, Dr. Doug Langrock; Dale Roundy, Esq., and many hospital and medical staff, as well as community members were also present. Reporters, Sue Ellen White from the Whidbey Examiner and Jenny Manning from the Whidbey News Times, also attended. Jim Riney of Riney Productions was present to electronically record the meeting.

President Case asked if there were any points of order to discuss. There were none.

Administration of Oath of Office

Notary Public, Laurel Rasmussen, administered the Oath of Office to Commissioners Anne Tarrant, Grethe Cammermeyer and Paul Zaveruha who were all recently re-elected.

Minute Approval

The minutes from the December 14th, 2009 Regular Board Meeting were approved as presented.

Election of 2010 Board Officers

Commissioner Zaveruha made a motion, seconded by Commissioner Cammermeyer, to elect for two year terms, Commissioner Anne Tarrant as President and Commissioner Ron Wallin as Secretary. Motion Carried.

Public Questions or Comments

There were none.

Education

Trish Rose, Public Relations Director presented the Public Relations Department. Ms. Rose stated that the Public Relations department is a department in transition. Until recently Public/ Community Relations, Community Education, the Website and Marketing were co-located under one department. Now the Community Education Program Coordinator, Karen McClimon, reports to the newly formed Community Outreach Department, and the Intranet and Internet Strategies will soon come under MIS. The department now has primarily a Public Relations and Marketing focus with three vital roles: the link between the Hospital District and Whidbey Island Organizations, the link between the Hospital District and the Media and the link between the Hospital District and the Whidbey Island Community. The goals of the marketing side of the department are to increase awareness and increase loyalty. She noted that marketing is anything that helps or hinders the sale of your product or service and it can't be done by ads alone. Some of the marketing tools in use are the PULSE, Community Report, Community Benefit Report, Quality Story, Yellow Pages, Magazines, Newspaper Ads, Brochures, Booklets, Pamphlets, Physician Bookmarks, VALPAK, Prescription Bags, Movie Theater, etc. Some of the future marketing considerations include a new ad campaign with an updated logo, new ED brochure, auto run CD in the PULSE, Social Media, Local Public Radio, Direct Mail, Bond Effort, Awareness Survey/Focus Groups. Ms. Rose stated that the hospital can produce consistent and cohesive messaging materials, but one operational slip – a highly dissatisfied customer, or a dirty restroom – and our reputation is tarnished. She also noted that she is the only person with "marketing" in her job description but that we are all "marketers" for Whidbey General Hospital.

Quality and Patient Safety

Teresa Fulton reported on Patient Satisfaction. Our recent percentile rank for Region 9 shows that for nurses keeping patients informed we scored in the 99th percentile for both Critical Care and Obstetrics and in the 81st percentile for Med/Surg. For physicians keeping patients informed we scored at the 93rd percentile for Critical Care, the 77th percentile for Obstetrics and the 70th percentile for Med/Surg. Due to the transparent reporting of quality data, patients are much more informed then they used to be and as a result they are able to make decisions about whether or not to come to our facility or to continue their care at our facility. Studies on

malpractice suits have shown that 40% of suits are groundless but are filed because of the perception about an injury or possible harm and another factor and that other factor is usually communication. Poor communication and the perception that someone has been hurt will lead to claims. Press Ganey recently did a study with an attorney group that looked at over 604,000 patient satisfaction surveys coupled with actual patient complaints and actual risk management claims. They found that a one point decrease in the mean score for physician communication questions resulted in a 6% increase in patient complaints and a 5% increase in risk management claims. One point can make a huge difference in the outcomes we are achieving as well as risk loss for the hospital. Ms. Fulton reminded the Board that federal law mandates that it is their responsibility to oversee Quality and Patient Safety and to conduct an annual evaluation and next month she will be bringing that annual evaluation.

Medical Staff Report

Dr. Doug Langrock, Chief of Staff presented the following appointments and reappointments for approval:

Regina L. Currier, DPM – Active Staff Reappointment
Zachary A. Phelps, MD – Active Staff Reappointment
Thomas W. Harris, DO – Affiliate Active Staff Reappointment
Leon B. Stratton, MD – Courtesy Staff Reappointment
Mohammed F. Quarishi, MD – Provisional Courtesy Staff Appointment
James D. Martin, MD – Provisional Courtesy Staff Appointment
Toni M. Marthaller, ARNP – Allied Health Professional
Thomas S. York, PA-C – Allied Health Professional

Commissioner Case made a motion, seconded by Commissioner Wallin to approve the medical staff appointments and reappointments as presented. Motion carried. Dr. Langrock thanked Dr. Bibby for continuing as the Chief of Staff Past since Dr. Waterman will not be available to fill that position. He also notified the Commissioners that Dr. Barrio will continue to be the Chief of Medicine and will be completing the second year of his appointment in 2010. Dr. Burnett continues to be the Chief of Surgery, Dr. Wagner is the Credentials Chair and Dr. Picco is the Peer Review Chair.

Individual Items

A. Strategic Plan

Tom Tomasino asked the Board to accept the Strategic Business Plan as presented at the December 14th, 2009 Regular Board Meeting and also recognize that it is a living document that we can change as we need. Commissioner Case made a motion, seconded by Commissioner Zaveruha to accept the Strategic Plan as submitted. After discussion about the building priorities in the plan and about the need for an adhoc committee to help the Board stay in touch with the plan, the motion carried.

B. Capital Requests

Tom Tomasino reported that the District needs to purchase a new Uninterruptable Power Supply (UPS) at a cost of \$79,177. Last summer our UPS failed and instead of replacing it at that time we leased one while we worked with McKesson on our future needs. They agreed at that time to take over several of our mainframes which would reduce the load that we would need to carry electrically on the UPS, but they have not been able to fulfill that agreement. We are no longer able to put off purchasing a UPS because our lease has run out and cannot be renewed. The last UPS was purchased 7 years ago at a cost of \$30,000 and since then we have added more hardware and software. Commissioner Cammermeyer made a motion, seconded by Commissioner Case, to approve the capital request for a new UPS. Motion carried. Tom Tomasino also requested that the Board approve a capital request for a bridge software program for EMS. EMS inputs data into the Washington EMS Information Systems database which is provided by the Department of Health. This database collects data from the entire state. It is a good program for collecting data but not for getting data back out and the program does not collect all the data that we need which means we collect some of our data on paper. The bridge software allows data input, retrieval and sorting, and screens can be modified so that we can enter the data we need. It also pre-fills the ICOM data and ensures that all fields are complete.

It will automatically increase our billing opportunities. This software will cost \$29,000 and for that amount the vendor will install the software and teach us how to modify it. This will save time and also improve patient safety. Commissioner Case made a motion, seconded by Commissioner Wallin to approve the capital request for the purchase of the bridge software for EMS. Commissioner Zaveruha abstained due to a potential conflict of interest. Motion carried.

C. Administrative Update

Tom Tomasino provided the Commissioners with a list of educational opportunities available through the Washington State Hospital Association. He reminded the Commissioners to let Administration know if they participate in any of these opportunities so that they can keep track of their education. Mr. Tomasino also provided the Commissioners with some proposed seating arrangements for future Board meetings. He asked the Commissioners to review and let him know their thoughts.

Board Items

A. Board Committee Assignment Discussion

President Tarrant stated that some time ago the Board had discussed rotating the Commissioners who attend the QIC. Commissioner Wallin stated that there was also some discussion about rotating the members of the MEC as well. There was discussion about having Commissioner Case stay permanently on the QIC and Commissioner Zaveruha stay permanently on the MEC and have the other member rotate every four months. Teresa Fulton commented that while there might be a loss of continuity that loss would be outweighed by the advantage of having the entire Board involved with the QIC. President Tarrant will set up a schedule and distribute it for consideration.

Staff and Status Reports from Administration

A. Administrator's Report

Tom Tomasino reported we have received 189 responses to the Standards Team survey that was sent out to employees recently and have heard some very positive comments. He also reported that work is being done on refining the Hospitalist Program to determine how they should interact and communicate with family practice doctors and the ED, and how they function as a team. Commissioner Wallin asked about the search for a COO. Mr. Tomasino reported that a candidate was recently brought out for a second interview. He met with the direct reporting line, some of the administrators and some physicians and evaluations have been very positive. Commissioner Cammermeyer stated that she would like a report at a future meeting from the PCA about the status of new providers.

B. Financial Report

Joe Vessey reported that in November cash on hand was at 86.4 days and gross days in accounts receivable were at 47 days. November was a challenging month. The census was at 13 and outpatient volume was 6% under our average monthly volume for 2009. Patient revenues were under budget by 12% and total expenses were nearly 1% over budget. The bottom line for November was a loss of \$487,614 on a budgeted gain of \$346,978. Year to date the bottom line was \$1,397,798 on a budget of \$4,867,471. Mr. Vessey stated that it was worth noting that the investment we make in the PCA is not reflected in this bottom line.

C. Review of Dashboard Report

There were no questions on the Dashboard.

Consent Agenda

A. Approval of Monthly Write-Offs and Vouchers

Vouchers audited and certified by the auditing officer as required by RCW 40.24.080, and those expense reimbursement claims certified as required by RCW 42.24.090, have been recorded on a listing which has been made available to the Board. Commissioner Wallin made a motion, seconded by Commissioner Cammermeyer, to approve the vouchers #131012, #131015, and #131765 in the total amount of \$16,140.18. Motion carried. Commissioner Zaveruha abstained from the review, discussion, vote and written approval of these vouchers due to a potential conflict of interest. Vouchers audited and certified by the auditing officer as required by RCW 40.24.080, and those expense reimbursement claims certified as required by

RCW 42.24.090, have been recorded on a listing, which has been made available to the Board. Commissioner Cammermeyer made a motion, seconded by Commissioner Case to approve vouchers #130723 to #131578, and #1793 to #1818, excluding #131012, #131015 and #131765 in the total amount of \$7,062,653.47. Motion carried. Commissioner Cammermeyer made a motion, seconded by Commissioner Case to approve the write-offs for December in the amount of \$468,221.02. Motion carried.

Community Meetings

Commissioner Cammermeyer reported that there will be another Health Care Forum on the South End at the Bayview Senior Center on January 21st at 7:30 pm. The agenda will include Advanced Directives, the POLST, and EMS/911 Response.

Agenda Items for next Regular Board Session

The following items were suggested for the next Regular Board Meeting: PCA update, Schedule for Board Committees.

Adjournment

There being no further business the meeting adjourned at 7:30 p.m.