

**SOUTH PENINSULA HOSPITAL, INC.
REGULAR BOARD MEETING**

SPH Conference Rooms

June 27, 2007

CALL TO ORDER

The meeting was called to order at 6:01 p.m. by President Walt Partridge.

ROLL CALL:

Present:	Pat Hartley	Arthur Tilgner (arrived at 6:04 p.m.)
	Terry Thompson	Peg Coleman
	Bernie Wilson	Walt Partridge
	Toni Parlow	

Excused: William Marley

Also Present: Charlie Franz, CEO
Dr. Randy Wiest, Chief of Staff
Lori Meyer, Controller
Rosemary Craig, QI/RM/UM Manager
Derotha Ferraro, Marketing Coordinator/Grant Writer
Karen Nogle, Acute Care Manager
Jan Hanenberger, Homer Secretarial Services

APPROVAL OF AGENDA

Mr. Partridge added Phone System Upgrade as Item D under New Business. Mr. Franz provided a copy of the proposed Credit Collection and Financial Assistance Policy which will be added to next month's agenda.

**HARTLEY/WILSON MOVED/SECONDED:
TO ACCEPT THE AGENDA AS AMENDED.**

Motion passed unanimously.

Ms. Hartley requested Item A under New Business, Contract Modification for Surgical Coverage, be removed from the consent agenda for discussion.

**HARTLEY/COLEMAN MOVED/SECONDED:
TO ACCEPT THE CONSENT AGENDA ITEMS AS AMENDED.**

Motion passed.

COMMENTS OF THE AUDIENCE

None

MARKETING PLAN PRESENTATION – Derotha Ferraro

Ms. Ferraro provided a presentation on the 2008 marketing action plan for SPH. Several years of hospital studies, surveys, and data were used to create the plan. Action items planned:

- Create and maintain a user-friendly website.
- Various newspaper ads and public service announcements on doctors, specialty clinics, and services provided.
- Quarterly newsletter or outreach tool.
- SPH brochure.
- Community presentations at local clubs and organizations.
- Recognize partners such as EMTs, Community Mental Health, and Fire Department.
- Sponsoring the Health Fair.
- Educate and motivate current and new employees to act as marketers.
- Use bulletin boards to highlight departments and feature departments in monthly newsletter.
- Utilize the grand opening of ER and Imaging to promote new services.
- Implement a weekly health column in the Homer Tribune.
- Hire a professional designer for ad design.
- Utilize Yellow Pages and free and inexpensive systems to provide information.
- Create a staff driven customer service plan and review and improve patient billing correspondence.
- Marketing Coordinator and other staff participating in community activities.
- Consider new logo.

Questions and answers followed after a review of goals.

At this time Mr. Partridge, on behalf of the BOD, presented a plaque, gift certificate, and letter of appreciation to Ms. Ferraro for all her efforts and hard work on the expansion project.

BOARD EDUCATION: Acute Care – Karen Nogle

Ms. Nogle commented on how impressed she is of the quality of staff in Acute Care and the skills they possess. She then provided background on services provided in the department.

OLD BUSINESS:

Revision of Sublease and Operating Agreement

Mr. Partridge provided a report from the Ad Hoc Committee on items in the Sublease and Operating Agreement they felt should be addressed. The members are to respond to the committee with any input or suggestions. He then referred to the response letter from Mayor Williams regarding beginning negotiations. The letter indicated the CPGHI agreement with the KPB will be the template for the SPHI agreement, the SAB and the City of Homer will not be included in negotiations, and the KPB will contact SPHI when they are ready to begin negotiations. The SAB would still like to meet with the Ad Hoc Committee on July 11 to discuss mutual interests. The SAB has met with the Mayor of the City of Homer. The city will be sending a letter to the KPB, as well as have a resolution on the agenda for the next City Council meeting, stating that whether the SAB is a party to the negotiations or not the city wants the SAB at the table to monitor negotiations, and to assure the city that there are local elected officials who have the interest of Homer at the table.

Critical Access Hospital Status – Charlie Franz

Mr. Franz reported receiving the signed Network Hospital Agreement from CPGH and will submit the Critical Access Hospital application tomorrow. During last evening's meeting with the Medical Staff the doctors agreed to go ahead with the application on a year's trial basis.

Review of Various Consultant Recommendations and Reports

Mr. Franz referred to the written report and provided a brief review of recommendations, many of which have already been addressed. Those remaining are still being considered.

Strategic Plan Review

Mr. Franz referred to a copy of the current Strategic Plan and provided a brief review of the steps being taken by department managers for various goals and objectives. Strategic Plan review has been added to the action item list for continued coverage. Ms. Hartley requested the review reports be dated.

Board Meeting Dates for November and December

Due to the Thanksgiving and Christmas holidays meeting dates will be as followed:

- November Finance Committee meeting – November 20
- Agenda setting meeting for December – December 6
- Packets for December meeting mailed – December 12
- December Finance Committee meeting – December 13
- BOD December meeting – December 19

Mr. Partridge will e-mail the new dates to the members.

NEW BUSINESS:

Contract Modification for Surgical Coverage

Mr. Franz provided background on the modification.

PARLOW/COLEMAN MOVED/SECONDED:

TO APPROVE SIGNING OF THE MODIFIED CONTRACT BY THE PRESIDENT OF THE BOD.

Motion passed unanimously.

Petersen Request

Mr. Partridge reviewed suggested options for use of funds from a bequest to the hospital by Mr. Ted Pedersen who passed away.

WILSON/COLEMAN MOVED/SECONDED:

TO DEFER A DECISION ON USE OF THE FUNDS UNTIL THE BIDS ARE RECEIVED ON THE PHASE II CONSTRUCTION PROJECT. IF THE FUNDS ARE NOT NEEDED FOR THE CONSTRUCTION PROJECT, THEN TRANSFER TO THE FOUNDATION.

Motion passed unanimously.

Phone System Upgrade

Mr. Franz provided background on the need for the upgraded system. Questions followed and applying for a grant was suggested. With the phone system critical to hospital operation, it was recommended the request for funding go forward to the SAB.

**THOMPSON/HARTLEY MOVED/SECONDED:
TO RECOMMEND THE REQUEST GO FORWARD TO THE SAB.**

Motion passed unanimously.

COMMITTEE REPORTS

Finance Committee

Nothing was added to the committee's written report. Mr. Thompson mentioned actions taken so far with the Financial Recovery Plan are all showing positive financial numbers. Questions and answers followed. Mr. Franz mentioned he has been contacted by two applicants for the CFO position.

President – Mr. Partridge

Mr. Partridge mentioned there is a section in the BOD application form where it states board members agree to contribute the time required of a board member and serve on a committee.

Chief of Staff - Dr. Wiest

Dr. Wiest reported the Medical Staff is becoming more comfortable with the pluses for SPH becoming a Critical Access Hospital, and touched briefly on their feelings regarding the issue of the surgeons' malpractice insurance.

Administrator – Mr. Franz

Included in the consent agenda.

SAB Chair – Ms. Howard

Ms. Howard was not able to attend this evening. Mr. Partridge provided a brief report on the June 19 meeting with the borough. Discussion followed.

BOD Representative to SAB Meeting

Included in the consent agenda.

Governance Committee

Ms. Parlow reported they have received two applications from individuals interested in the BOD vacant seat.

Planning Committee

Nothing to add to the written report.

Comments of Audience

No comments.

Comments of Board

No comments.

**COLEMAN/WILSON MOVED/SECONDED:
FOR THE BOD TO GO INTO EXECUTIVE SESSION TO DISCUSS PERSONNEL AND
FINANCIAL MATTERS.**

Motion passed unanimously.

*******INTO EXECUTIVE SESSION – 7:50 P.M. *******

**HARTLEY/PARTRIDGE MOVED/SECONDED:
TO RETURN TO REGULAR SESSION.**

*******RETURN TO REGULAR SESSION – 9:15 P.M.*****.**

**HARTLEY/PARLOW MOVED/SECONDED:
THAT DR. JUDITH E. STEYER BE REAPPOINTED TO THE ACTIVE MEDICAL STAFF
AND THAT DR. DONA R. BREKKE, DR. DAVID A. BRAUNER, AND DR. SCOTT A.
WELLMAN BE REAPPOINTED TO THE CONSULTING MEDICAL STAFF, AND THAT
DR. JOHN T. DINAN AND DR. THOMAS V. BOLLING BE REAPPOINTED TO THE
LOCUM TENENS STAFF OF SOUTH PENINSULA HOSPITAL.**

Motion passed unanimously.

**TILGNER/THOMPSON MOVED/SECONDED:
TO RENEW SURGEONS' CONTRACT AS EXISTING IN PAST YEAR.**

Role call vote was taken:

- ✓ Bernie Wilson – yes
- ✓ Art Tilgner – yes
- ✓ Terry Thompson – yes
- ✓ Toni Parlow – yes
- ✓ Pat Hartley – yes
- ✓ Walt Partridge – no
- ✓ Peg Coleman – no

Motion passed by majority vote.

Mr. Franz passed out a draft Credit Collection Policy and asked members to review for discussion at next board meeting.

**COLEMAN/WILSON MOVED/SECONDED:
TO ADJOURN.**

**Motion passed unanimously.
Meeting adjourned at 9:30 p.m.**