



733 CEDAR STREET  
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## SPECIAL GOVERNING BOARD STRATEGIC PLANNING MEETING

Wednesday, October 3, 2018  
9:00 a.m. – College of the Redwoods Campus  
286 Sprowel Creek Road, Garberville CA 95542

### MINUTES

**Governing Board Present:** Corinne Stromstad, David Ordoñez, Alison Rivas, Jessica Willis, and Katie McGuire was absent.

**Also Present:** Matt Rees, Paul Eves, Rob Eskridge, Ryan Stock, Matt Rees, Kristen Rees, Hunter Tucker, Kent Scown and Julia Minton

- A. Call to Order – The meeting was called to order by Board President Corinne Stromstad at 9:06 a.m.
- B. Public comments – none
- C. Board member comments – none
- D. Strategic Planning Workshop
  - a. Priority Objectives
    - i. Accomplishments in the last two years include:
      - 1. New Mission, Vision, Values
      - 2. Renewed Priority Objectives
      - 3. Former Priority Objectives added as addendums
      - 4. Capital Campaign Case Statement
      - 5. Phases of the facilities master plan and capital campaign mirror one another
    - ii. Rural Health Model
      - 1. Attendees were asked to draw a model of their vision of ideal health delivery in the district
      - 2. Models presented and discussed, major themes including:
        - a. Advocacy
        - b. Intricacy
        - c. Navigation (examples of poor navigation shared)
        - d. Relationships
          - i. Patient
          - ii. Outside facility community and healthcare organizations
          - iii. Regulators
          - iv. Legislators
        - e. Education
          - i. Outside healthcare entities
          - ii. Patients
            - 1. Healy Center

- f. Peer-led self-management groups
- g. Navigator/Case Management/Social Worker/Patient Advocate
- h. Transportation
  - i. Funding
- i. Health Maintenance
- j. Patient Portal
- k. Consistent PCP
- l. A "My Healthcare Journey" paper to give patients, which would include next steps, follow-up, care plan, changes to the care plan, etc.
- m. Local Resource Guide
- 3. Healthcare Model to associate with priority objectives
  - a. Categories of resources/services include:
    - i. Home
      - 1. Understanding community needs
        - a. Psych
        - b. Diabetes
        - c. Hypertension
        - d. Opioids
        - e. Alcohol
        - f. Other Substance Abuse
        - g. Navigating Resources
    - ii. Between Home and District Services and other services are Ambulance and other transportation
    - iii. District Services
      - 1. Polishing the halo
      - 2. Failure Modes Effects Analysis
      - 3. Laboratory Marketing
      - 4. Visiting Specialists
    - iv. Other Local Community Resources
      - 1. Family Resource Center
      - 2. Heart of the Redwoods Community Hospice
      - 3. Redwoods Rural Health Center
      - 4. Alternative Care
    - v. Drive to Healthcare Services
      - 1. Lab Requisition Forms and HER for outside facilities
      - 2. Educating outside doctors and front office staff
      - 3. Consistent PMD here
    - vi. Long Trip to the Big City Healthcare Services
      - 1. Needed for cardiac, stroke, hip replacements, etc.
    - vii. Main themes
      - 1. Proactive Education
      - 2. Patient Advocacy
      - 3. "My Healthcare Journey"
      - 4. Improved Patient Portal
      - 5. Resource Guide
        - a. Create both electronic and print versions for staff and community reference

BREAK

- b. Matt presented a "New Service Evaluation Form"
  - i. Increase in commercial reimbursement to come with new negotiated rates
  - ii. Adult Day Care idea presented
    - 1. Discussion on implementation
      - a. Reimbursement
      - b. Requirements

- c. Qualifications for staff
      - d. Space
    - iii. Importance of the Medicare Population
      - 1. Senior health initiative
        - a. This shows commitment to community and patient population
        - b. Assist in financial survival
        - c. Moved to the top of the priorities as it affects most of the priority objectives
  - c. Priority Objectives
    - i. Two-way Communication
      - 1. Proactive communication
        - a. Healthland Health Maintenance
      - 2. Wall Walk
        - a. Mixed responses from staff, more positive
      - 3. Senior Health Initiative
        - a. Dr. Gadallah, coming back in January, Internal Medicine, which emphasizes geriatric medicine
    - ii. Add Relevant Healthcare Services
      - 1. Adult Day Care
      - 2. Reviewed other sticky notes
    - iii. Facility Master Plan
      - 1. Procedure room
        - a. Cataract surgeries
        - b. Possibly colonoscopies
      - 2. Space to accommodate seniors
        - a. Adult Day Care?
      - 3. Moving Ahead in conjunction with the Capital Campaign
    - iv. Population Health & Care Coordination
      - 1. Today's main theme, especially the Senior Health Initiative
      - 2. Moved Senior Health Initiative sticky to the top of the page of Priority Objectives
      - 3. Patient Navigator
        - a. Difficult to find
        - b. Until one can be found, develop a team approach
        - c. TeamSTEPPS training may be a part of this team approach
    - v. Employee Retention & Recruiting
      - 1. Focus on retention
        - a. Satisfaction survey to go out with suggestion boxes throughout and a section asking what would help employees stay long-term
    - vi. Foundation Role & Priorities
      - 1. District will support the foundation in their priorities as appropriate
  - d. Meeting Evaluation
    - i. More realistic than last year
    - ii. Importance of Population and geriatric health
    - iii. Importance of funding to everything else
    - iv. Relationship with the Healy Senior Center
      - 1. David to speak with the Healy Senior Center board concerning our Senior Health Initiative
- B. We adjourned at 12:05 p.m.

*Submitted by Kristen Rees*