



**CGH Board of Directors
Planning Committee
11 July 2019**

Call to Order and Attendees

A meeting of the CGH Board of Directors Planning Committee was called to order by Marcia Jones at 1800 on Thursday, July 11, 2019. Present were Dana McCoy, Bob Hewes, Don Stindt, Roger Wait, Dr. Marcia Jones, Mary Ellen Wilkinson, Carolyn Spencer, Nancy Rasmussen, and DeAnne White. Absent: Heather Sotelo, John Larson, Jeff LeMay, Tim Zollinger and John Van Osdol. Also present were 7 staff members of CGH Medical Center.

Approval of Previous Minutes

The minutes of the 5 March 2019 meeting were approved as written. A motion was made, seconded, and unanimously approved.

OLD BUSINESS:

Strategic Plan Revision

The Strategic Plan was approved at the Board. The Planning Committee discussed sections of the Strategic plan at each of the Planning Meetings. This is the updated Strategic Plan that you helped assemble at the last meeting.

Recruitment Update

Recruitment activity:

Starts Since March

Dr. Scott Girard, Anesthesiology – March 1
Dr. Debra Bowman, Ob/Gyn – March 5
Shane Stevens, CRNA – April 18
Amanda Dawson, NP – Family Medicine (Dang, Sterling) – April 25
Erika Stach, NP – Vascular Surgery – May 1
Edita Danaiaata, NP – Cardiology – May 29
Dr. Preeti Joseph, Neurology – June 3
Kimberly Teats-Garrison, PA – Family Medicine (Wolf, Morrison) – July 1, 2019

Future Start Dates

Dr. Peter Mills, Anesthesiology – July 31
Dr. William Chaplin, Anesthesiology – July 31
Kelli Jepson, NP – Family Medicine (Toth, Rock Falls) – August 25
Lindsay Rodriguez, NP – Neurology – September 16
Danelle Saunders, NP – Cardiology – December 29

Pending offers out to:

CRNA
Pulmonology NP
General Surgeon

Open Searches:

GI, Orthopedic Surgery, ENT, Pulmonology, Pediatrics, General or Interventional Cardiology, Family and Internal Medicine

A discussion was held on the concern about the level of ratio between doctors and NP's. The ratio is close to 2 NP/PA's per 1 doctor. We

	<p>employ approximately 70 physicians and we have 45 NP's and PA's.</p> <p>There seems to be some concern in the community about the level of acceptability of the NP's and PA's. There are people in our community who prefer to see a physician. They are also wondering what the communication is between the doctor and the NP/PA's? In Neurology and Pathology there is a 3 month wait to see a physician.</p> <p>Giving people a choice of whether to see a physician or a PA/NA is good. This gives our patients the choice of whether to see a doctor or a PA/NP.</p> <p>An example of a patient being seen in the E.D. was discussed. The patient came in with high blood pressure and left without any answers after seeing a NP.</p> <p>CGH needs to do some education and set expectation for our patients.</p>
Marketing Update	<p>Socialnomics 8th Version of the Social Media Revolution – A video was played the Blue-Sky Age. Marketing is always exploring new and better ways to communicate with our community.</p> <p>Facebook & Instagram Campaigns – Dana reviewed what we put on Facebook and Instagram. This year we have advertised the new surgical floor, heart month, the month of February, snow shoveling safety tips, radio spot (FB live) and the Daisy Award. We have found that highlighting an employee works well.</p> <p>GeoFencing OB & PT – This is banner ads for devices.</p> <p>New Commercials – OB and Wound Center were our new commercials. Dana showed an OB video.</p> <p>CGH is partnering with a reputation management service. This will give CGH reports on what is out on the net.</p> <p>Dana handed out a report and reviewed the market share by diagnostic category. These reports are received quarterly.</p>
Facilities Update	<p>We have built-out and added space for Rehab services in Dixon and have also built-out a Pediatrics Rehab department at 2600 North Locust Street. Dr. Coyle was also relocated to 2600 North Locust to open additional space for providers at our 1809 Locust Street rehab location. The bigger project is the pharmacy remodel on the east end of the hospital. The pharmacy/infrastructure project required additional space, so the HR department space was built-out at the main clinic by the POM department and they were relocated. The pharmacy project will be completed and occupied by December 1st. We have started designing a sterile processing expansion/relocation. Sterile processing is the department where all the instrumentation for the operating room is processed. This will be located below the surgery department and we will use an elevator</p>

	to transport carts to and from the OR. We are also looking for space to relocate the Health Information Department. We are currently working a design for the remodel of the 3 rd floor of the clinic for family practice and to expand the neurology department, along with design of other areas of renovation within the main clinic. The master facility plan is still being evaluated.
NEW BUSINESS:	
Behavioral Health Unit	CGH is looking into a Behavioral Health Unit. Cindy, Ben and Kristie are looking at our building and the financial component to this. We are working with a firm to help us obtain a Certificate of Need for this project. If we proceed, 2 South would be the location of this unit and this project may affect the Strategic Plan. It will take approximately 6-8 weeks to get the application together and it would also be contingent upon CGH having a Psychiatrist. We would also need a Medical Director to oversee this program. We would initially only see adult patients. The average length of stay would be 96 hours.
Fulton Clinic	Five years ago, CGH discussed expanding our services to Fulton and we are exploring this opportunity again. The driving reason for this discussion is due to Medical Associates and the Clinton Hospital being purchased by Mercy Health System. Kimberly Teats-Garrison, PA worked in Fulton and contacted CGH regarding employment. CGH saw this as an opportunity as Kimberly has about 1200 established patients in Fulton. Kimberly is currently working out of the Morrison office and on her first two days of work she saw 12 patients from the Fulton area. We are currently looking for space in Fulton and have seen a building that we could lease with minor repairs. We hope to bring more information to the Board meeting this month.
Other	None
NEXT MEETING:	
Adjournment	The next meeting will be November 14, 2019 at 1800. There being no further business the meeting was adjourned at 1800.

Paul Steinke
Recording Secretary

Dr. Marcia Jones
Chairman