

Mayers Memorial Hospital District

Board of Directors – Special Meeting (Strategic Planning)

(Approved)
Page 1 of 3

Date: May 7, 2008
 Time: 8:00 A.M.
 Location: Mayers Memorial Hospital
 43563 Highway 299 East
 Fall River Mills, California

(These minutes are not intended to be a verbatim transcription of the proceedings and discussions associated with the business on the board's agenda; rather, what follows is a summary of the order of business and general nature of testimony, deliberation, and action taken.)

- 1. CALL MEETING TO ORDER:** President Knoch called the special meeting to order at 8:08 a.m. on the above date with the following present:
- Ruth Knoch, President
 Gail McClung, Vice President
 Jim Hamlin, Treasurer
 Mike Kerns, Secretary
 Dan Marcum, Trustee
- Board Members Absent: None
 Staff Present: Katharine Ann Campbell, CEO, Marlene McArthur, Clerk of the Board
- 2. ADDITIONS & CHANGES TO AGENDA, SECTION 54954.2(b)2:** None
- 3. CALL FOR REQUEST FROM AUDIENCE TO SPEAK TO ISSUES OR AGENDA ITEMS:** None
- 4. Mayers Memorial Hospital District Strategic Plan FY2009-2011—discussion and planning:**
 Dan Marcum, strategic planning chair, provided introduction and read MMHD mission statement as it relates to Strategic Planning theme. Copies of newspaper articles relating to healthcare strategic plans, dated March 2008, were dispersed.

Chalkboard exercise listing priorities:

	1	2	1
Board Member #1	Retain staff	New type of care...growth options.	Marketing (via doctors)
Board Member #2	Aging doctors	Community relations	Employee retention.
Board Member #3	Quality care	Docs & Support Staff (retain staff)	Market services.
Board Member #4	Philanthropy	Private Pay	Docs/Services (target set matching our audience).
Board Member #5	Doctors	Private Pay	Eliminate short term loan

Mayers Memorial Hospital District
Board of Directors – Special Meeting (Strategic Planning)

(Approved)
Page 2 of 3

Outcomes and areas of interest/priorities:

- 1) Doctors/recruitment.
- 2) Private pay dollars.
- 3) Eliminate short-term loan; need to have prudent buffer.

Strategic Goals for Fiscal Year 2009-2011:

Fulfill the organization's charitable mission

- Develop and begin action plan in FY09
- Implement dynamic community engagement strategy FY10 (Note: Currently meets IRS definition of charity.)
- Provide healthcare services to no less than 75% of district population FY11

Provider of choice for key hospital services

- Identify top three healthcare needs and three year strategy for implementing FY09
- Implement/Upgrade priority service FY10
- Implement/Upgrade secondary need FY11

Recruit and retain highly trained, productive, reasonable satisfied workforce

- Develop a strategy for implementing a rural RN training track at Mayers FY09
- Implement a rural RN training track at Mayers FY10
- Become employer of choice from the only choice as employer FY11

Provide high quality care and service.

- Develop, implement and publish a Balanced Scorecard FY09
- Improve patient/visitor satisfaction in FY10 no less than 10% over FY09
- Document provider of choice in no less than one service by FY11

Become financially strong

- No less than break even bottom line FY09
- No less than break even in operations FY10
- Surplus from Operations no less than 100K FY11

Present building and grounds fitting a state-of-the-art rural facility

- Define and structure parameters FY09
- Raise the money FY10
- Implement Plan FY11

Mayers Memorial Hospital District
Board of Directors – Special Meeting (Strategic Planning)

(Approved)
Page 3 of 3

Upgrade information technology.

- Upgrade PCs and server infrastructure FY09
- Upgrade HIS to fully integrated system
 - Plan: FY08 into FY09
 - Finalize: FY09
 - Implement: FY10
- Upgrade phone system to voice over IP system (VOIP) FY10

Strategic Planning Priorities:

Quality #1

Staffing #2: Workforce to include clinical physicians and then add physician recruitment retention plan in place for 09.
Community Relations #3

Kerns concluded with the following strategic planning steps:

- 1) Strategic Plan done.
- 2) Set aside time to discuss BOD role.
- 3) Give KAC time to think about and use of our time in next 90 days – can BOD be of more help?
 - a. Recruiting piece for doctors
 - b. Philanthropy outside monthly meetings, etc.
 - c. Katharine Ann asked for board commitment to education—definition would help CEO and BOD better aligned with big picture. She offered to educate but recommends education from outside party rather than from CEO.

ADJOURNMENT

The Board of Directors adjourned at 11:35 a.m.