Community Relations Committee
Agenda

July 5, 2012
Time: 5 p.m. Dinner / 5:30 p.m. Meeting
Location: Palomar Health Corporate Office, 456 E. Grand Avenue
Conference Room

Time

! Call To Order
! Public Comments

1. *Approval: Minutes
   June 13, 2012
   5

2. PMC Grand Opening Event
   Bobette Brown
   45

3. Board Members Q & A
   5

To abide by the time schedule, individual questions or comments will be limited to 2 minutes per person. Cell phones should be on vibrate or off.

Distribution:

Voting Members:
Jerry Kaufman, P.T.M.A., Chair
Linda Greer, R.N., Director
Bruce Krider, Director
Ted Kleiter, Director (Alternate)
Michael Covert, President and CEO
Sue Herndon, Palomar Health Foundation
Board Member

Guests
David Tam
Ann Braun
Janet Klitzner
Ann Koeneke
Tami Weigold
Bobette Brown

If you have a disability, please notify us at 858.675.5376, 48 hours prior to the event so that we may provide reasonable accommodations.
Approval of Minutes

TO: Community Relations Committee on July 5, 2012

FROM: Tammy Chung, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on June 13, 2012.

David Tam, Interim Chief Marketing & Communications Officer, has reviewed the minutes.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X
## AGENDA ITEM

### Call to Order

5:30 p.m. Meeting was called to order by Jerry Kaufman, Chair.

### Establishment of Quorum

- Bruce Krider
- Also attending were:
  - Michael Covert, President and CEO
  - Gustavo Friederichsen, CMO
  - Sue Herndon, Palomar Health Foundation Board Member
  - Ann Braun, Palomar Health Foundation, Chief Development Officer
  - Tami Weigold, Marketing Manager
  - Bobette Brown, Marketing Specialist

### Notice of Meeting

Notice of Meeting was mailed consistent with legal requirements.

### Public Comments

No Public Comments

### Approval of Minutes: May 3, 2012

- **MOTION by**: Bruce Krider and 2nd by Michael Covert and carried to approve the May 3, 2012 minutes as submitted.
  - All in favor. None opposed.

### PMC Grand Opening Event

- **Bobette Brown** provided a detailed update on the Palomar Medical Center Grand Opening Celebration scheduled for Saturday, July 28th, 2-4 p.m. – Employee Event, 4-9 p.m. Community Event.

  **Bobette outlined the activities that would occur in each of the following zones (see attached):**
  - Zone 1 – Innovation, Screenings, Service, Partners
  - Zone 2 – Activities, Screenings, Community Partners
  - Zone 3 – Screenings, Services
  - Zone 4 – Taste of North County
  - Central Stage

  **Committee discussed offsite parking options:**
  - Cal State University San Marcos Lot (Satellite Lot)
  - Citracado & Andreasen Intersection (Shuttle Stop)
  - Enterprise & Andreasen Intersection (Shuttle Stop)
### PMC Grand Opening Event Continued

**PMC Grand Opening Event Offsite parking options continued:**
- Andresen & Auto Park Way Intersection (Shuttle Stop)
- Palomar Health San Marcos Lot (Satellite Lot)
- Nordahl Market Place (Breeze 353)
- Sprinter Station (Breeze 353)
- 9th Avenue and Valley Parkway (Breeze 353)
- Escondido Transit Center (Breeze 353)
- Palomar Health Downtown Campus (Breeze 353)

There will be five large Sun Diego 56-passenger buses available to provide FREE shuttle service from the designated Shuttle Stop Parking Lots (see list above). There will also be 8 eight-passenger golf carts providing shuttle service in the PMC parking lot and up and down Citracado Pkwy. We have also designated parking lots with easy access to the Breeze 353 Bus Route.

Jerry asked when the Board should arrive at the Ceremony. Bobette suggested that the Board be ready to present by 2 p.m.

The Palomar Health Foundation is planning a VIP Pavilion at the PMC Grand Opening Ceremony and will be mailing invites which will include one VIP Parking Pass per invitation. The RSVP’s will be directed back to the Palomar Health Foundation.

Bobette also provided a detailed plan for the tour process. See attached detailed report.

Leonel Sanchez will be responsible for media.

Bobette will present the final Celebration plan at the next Community Relations Committee meeting scheduled for July 5th.

Janet Klitzner is preparing a PMC Grand Opening Celebration direct mail piece that will be sent to over 150,000 homes and is scheduled to mail around July 1st. Ann Braun asked if it would be possible to include a notation on making a gift donation on this Celebration direct mail piece. Jerry and Bruce agreed that this is an appropriate time/place to include this since people will be “wowed” and more apt to give a gift.

### Arch Health Partners – Marketing

**Tami Weigold** provided a detailed update on the Arch Health Partners marketing and communication campaigns:
- Screening and Immunization Campaign
- Arch PCP Acquisition Campaign
- Partner for Life
- Arch San Marcos Opening, Open Enrollment, Orthopedic Surgeons
- Print Advertising Special Issues – 2011 Ramona Sentinel Bundle,
  *Orange Book Directory Ad, Pomerado Newspapers*
- Open Enrollment
- 4S Ranch

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Community Relations Committee Minutes June 13, 2012
| Arch Health Partners - Marketing | Arch Health Partners marketing and communication campaigns continued:  
|---------------------------------|------------------------------------------------------------------|
|                                 | www.ArchHealth.org  
|                                 | Senior Emergency Card & Magnet  
|                                 | Provider Brochure  
|                                 | Urgent Care Brochure  
|                                 | Recruitment Brochure  
|                                 | ArchWays Newsletter  
|                                 | Momentum Magazine  
|                                 | HealthSource  
|                                 | CaptivCast Slides  
|                                 | Community Outreach/Events  
|                                 | New Ads/Projects in Design  

| Board Members Q&A | No further comments or questions.  
The meeting was adjourned at 6:30 p.m.  

| Next Meeting: | Thursday, July 5, 2012 – 456 E. Grand Ave. Conf Room  
|---------------| 5:30 p.m. Meeting (5 p.m. Dinner Available)  

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| Committee Chair | Jerry Kaufman, PTMA  
|-----------------|  

| Committee Secretary | Tammy Chung  
|---------------------|  

Community Relations Committee Minutes June 13, 2012
Community Celebration
Transportation

Purple Dot – New Palomar Medical Center, Event Site

1 – Cal State University San Marcos Lot (Satellite Lot)
2 – Citracado & Andreasen Intersection (Shuttle Stop)
3 – Enterprise & Andreasen Intersection (Shuttle Stop)
4 – Andreasen & Auto Park Way Intersection (Shuttle Stop)
5 – Palomar Health San Marcos Lot (Satellite Lot)
6 – Nordahl Marketplace (Breeze 353)
7 – Sprinter Station (Breeze 353)
8 – 9th Avenue & Valley Parkway (Breeze 353)
9 – Escondido Transit Center (Breeze 353)
10 – Palomar Health Downtown Campus (Breeze 353)

* Golf cars will be running in the hospital parking lot and up and down Citracado
The New Palomar Medical Center
Community Celebration
2012

Tour Process

Tour Stops (in order)
1. Main Lobby
2. Emergency & Trauma Department
3. Operating Rooms
4. 4th Floor Patient Rooms

Tour Flow Through Building
- Begin in lobby
- Walk down corridor, past patient pick-up area, into ED lobby
- Enter ED and view ED Bay 2
- Turn left and view Trauma Rooms
- Exit ED and take Trauma Elevator (or stairs) to 2nd floor
- Turn right into S&P area and view ORs and corridor
- Turn left and view clean core areas
- Turn left and view more ORs, atrium and scheduler desk
- Exit S&P and take Staff Elevators up to 4th floor
- Exit elevator to either side and view patient rooms on north and south side (10 rooms)
- View patient waiting area and terraces
- Down public elevators and exit through lobby into back healing garden

Comments
- CCEs and Volunteers placed throughout all areas to ensure public stays on tour path and are educated along the way
- Videos with informative loop of location playing at each tour stop
- Allow people to move at their own pace, but keep flow moving.
- Public can pre-register for tours but does not ensure them a special spot in tour line.
- Have access to all other areas locked or blocked. Security placed where appropriate.
- Bottle water available along tour
- Estimate 1,000 tour attendees per hour