Amended Agenda

BOARD COMMUNITY RELATIONS COMMITTEE FULL BOARD MEETING

Wednesday, April 1, 2015
3:30 p.m. (Light snacks for Committee members & invited guests)
4:00 p.m. Meeting

GRAND AVENUE CORPORATE OFFICES
BOARD CONFERENCE ROOM
456 E. GRAND AVENUE, ESCONDIDO, CA 92025

<table>
<thead>
<tr>
<th>Time</th>
<th>Page</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.00</td>
<td>5</td>
<td>4:05</td>
</tr>
</tbody>
</table>

CALL TO ORDER..........................................................................................................................4.00

➢ Public Comments .........................................................................................................................5 4:05

5 minutes allowed per speaker with a cumulative total of 15 minutes per group.
For further details & policy, see Request for Public Comment notices available in meeting room.

➢ Information Item(s) ...................................................................................................................5 4:10

2. Informational: Marketing Campaign Update – Orthopedic/Spine & New Movers
   (ADD B-Pp30-47) 45 3 5:00

ADJOURNMENT............................................................................................................................... 5:00

Board Community Relations Committee Members

<table>
<thead>
<tr>
<th>Jerry Kaufman, PTMA, Chair</th>
<th>Dara Czerwonka</th>
<th>Hans C. Sison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hemker, CEO</td>
<td>Sue Herndon, Palomar Health Foundation Board Member</td>
<td>Alternate: Ray McCune</td>
</tr>
</tbody>
</table>

NOTE: If you have a disability, please notify us by calling 760.739.2004 72 hours prior to the event so that we may provide reasonable accommodations

The Board Community Relations Committee meeting is being agendized as a full board meeting due to the possibility of a quorum being present. Only committee business will be discussed at this meeting, however all board members may attend to participate in the discussion. Only those board members who sit on the Board Community Relations Committee are permitted to make a motion or vote on these matters.”

*Asterisks indicate anticipated action. Action is not limited to those designated items.
TO:                  Board Community Relations Committee

MEETING DATE:        Wednesday, April 1, 2015

FROM:                Tammy Chung, Secretary

BY:                  Della K. Shaw, Executive Vice President - Strategy

BACKGROUND:          The minutes of the Board Community Relations Committee meeting held on Wednesday, March 4, 2015, are respectfully submitted for approval (Addendum A).

BUDGET IMPACT:       None

STAFF RECOMMENDATION: Staff recommends approval of the Wednesday, March 4, 2015, Board Community Relations Committee minutes.

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
TO: Board Community Relations Committee

MEETING DATE: Wednesday, April 1, 2015

FROM: Della K. Shaw, Executive Vice President - Strategy

BACKGROUND: Janet Klitzner, Director, Marketing & The HealthSource and Pia Mangini, Marketing Manager, will present an update on the Orthopedic/Spine and New Movers marketing campaigns.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Informational

Committee Questions:

COMMITTEE RECOMMENDATION: Informational

Motion:

Individual Action:

Information:

Required Time:
ADDENDUM A
# Board Community Relations Committee Meeting Attendance Roster & Meeting Minutes

**Calendar Year 2015**

## Meeting Dates:

| Members                                                                 | 1/7/15 | 2/4/15 | 3/4/15 |  |  |  |  |  |
|------------------------------------------------------------------------|--------|--------|--------|  |  |  |  |  |
| CHAIR, JERRY KAUFMAN, PTMA                                             | P      | P      | P      |  |  |  |  |  |
| DIRECTOR DARA CZERWONKA, MSW                                          | P      | E      | P      |  |  |  |  |  |
| DIRECTOR HANS C. SISON, LVN                                           | P      | P      | P      |  |  |  |  |  |
| ROBERT HEMKER, PRESIDENT AND CEO                                      | P      | E      | P      |  |  |  |  |  |
| SUE HERNDON, PALOMAR HEALTH FOUNDATION MEMBER                          | P      | E      | P      |  |  |  |  |  |
| 1st Alternate - DIRECTOR RAY MCCUNE, RN                                |        |        | P      |  |  |  |  |  |

## Staff Attendees

| Staff Attendees                                                        | 1/7/15 | 2/4/15 | 3/4/15 |  |  |  |  |  |
|-----------------------------------------------------------------------|--------|--------|--------|  |  |  |  |  |
| DELLA K. SHAW, EXECUTIVE VICE PRESIDENT, STRATEGY                      | P      | P      | P      |  |  |  |  |  |
| JEAN LARSEN, PRESIDENT & CHIEF PHILANTHROPIC OFFICER, PALOMAR HEALTH FOUNDATION | P      | P      | P      |  |  |  |  |  |
| JANET KLITZNER, DIRECTOR, MARKETING & THE HEALTHSOURCE                 | P      | P      | P      |  |  |  |  |  |
| FRAN WALLER, DIRECTOR, COMMUNITY ENGAGEMENT AND VOLUNTEER DEVELOPMENT  | E      | E      | P      |  |  |  |  |  |
| MARCY ADELMAN, RN                                                      | P      | P      | P      |  |  |  |  |  |
| MARIA SUDAK, RN                                                        |        | P      | P      |  |  |  |  |  |
| TAMMY CHUNG – BOARD COMMITTEE ASSISTANT                                 | P      | P      | P      |  |  |  |  |  |

## Invited Guests

See Text of Minutes for Names of Guest Presenters
# Board Community Relations Committee – Meeting Minutes – Wednesday, March 4, 2015

## Agenda Item

<table>
<thead>
<tr>
<th>Discussion</th>
<th>Conclusion/Action</th>
<th>FollowUp/Responsible Party</th>
</tr>
</thead>
</table>

### I. CALL TO ORDER – ESTABLISHMENT OF QUORUM

The meeting – held in the First Floor Conference Room at 456 East Grand Avenue, Escondido, CA - was called to order at 4:00 p.m. by Chair Jerry Kaufman

- Quorum comprised of Directors Kaufman, Czerwonka, Sison
- Robert Hemker, President and CEO; Sue Herndon, Palomar Health Foundation Board Member
- Excused Absences: N/A

### II. NOTICE OF MEETING

- Notice of Meeting and Full Agenda Packet were posted at PH's Administrative Offices and on the PH web site on Wednesday, February 25, 2015, which is consistent with legal requirements. Notice of that posting was also made via email to the Board and staff members.

### III. PUBLIC COMMENTS

- No public comments

### IV. INFORMATIONAL ITEMS

### V. APPROVAL OF MINUTES

- No discussion

**MOTION:** by Director Czerwonka, 2nd by Director Sison and carried to recommend approval of the February 4, 2015 minutes as submitted. All in favor. None opposed.
## Agenda Item

- **Discussion**

### VI. PRESENTATIONS

#### Additional Recommended Revisions to the Community Relations Committee Bylaws

Upon additional review, it was recommended to further revise the Board Community Relations Bylaws per the recommendations below.

**6.26 Community Relations Committee**

(c) Duties. (iii) Serve as Board liaison to the Foundation, and annually review, recommend and prioritize capital projects and contemplated funding requests to the Foundation’s Board of Directors, and Review annual quarterly reports from the Foundation regarding donations and projects funded during the year.

**Discussion:** Ms. Shaw asked if there is some type of communication to the Board of Directors when the Foundation receives a major donation or gift; their awareness would allow an opportunity to thank donors. Since Director Czerwonka is the liaison between the Committee and the Palomar Health Foundation, she will update the Committee on major donations/gifts received by the Foundation. This update will commence in June with no specified frequency. Tammy Chung to confirm with Director Czerwonka prior to each meeting to verify if she will provide a donation update and gather necessary information to include in the Board packet.

**MOTION:** by Director Czerwonka, 2nd by Director Sison and carried to recommend approval of the Community Relations Committee Bylaws per recommended changes. All in favor. None opposed.

**FORWARDED** to the April 6, 2015 Board Governance, Audit & Compliance Committee meeting with a recommendation for approval.

### Community Outreach: Supporting Our Community Seniors

Utilizing the presentation distributed with the Board packet, Kay Stuckhardt, Community Outreach Liaison and Nancy Roy, Community Outreach Liaison provided a detailed presentation on Community Outreach and the Support Our Community Seniors (SOCS) Box event.

Directors Kaufman and Czerwonka as well Ms. Shaw gave kudos to Kay and Nancy for the impressive work they do. “Keep up the good work!” “Great demonstration of that part of our mission statement.”

### VII. BOARD MEMBER COMMENTS / AGENDA ITEMS FOR NEXT MONTH

There were no comments / nor agenda items requested for next month

### VIII. FINAL ADJOURNMENT

The meeting was adjourned at 4:50 p.m. by Chair Kaufman

**Signatures:**

<table>
<thead>
<tr>
<th>Committee Chair</th>
<th>JERRY KAUFMAN, PTMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Assistant</td>
<td>TAMMY CHUNG</td>
</tr>
</tbody>
</table>
6.26  Community Relations Committee.

(a)  Voting Membership. The Committee shall consist of five voting members, including three members of the Board and one alternate who shall attend Committee meetings and enjoy voting rights on the Committee only when serving as an alternate for a voting Committee member, the President and Chief Executive Officer and a Board member of the Palomar Health Foundation recommended by the Foundation and approved by the Committee Chairperson.

(b)  Non-Voting Membership. The Chief Marketing and Communications Officer, the Community Outreach Director, the Chief Executive Officer of the Palomar Health Foundation, the Director HealthSource, the Director Marketing and Public Relations, Executive Vice President, Strategy; Director Community Engagement and Volunteer Development; President and Chief Philanthropic Officer, Palomar Health Foundation; Director of Marketing & The HealthSource, a nurse representative, as approved by the Committee Chairperson, and a representative of the Palomar Health Patient and Family Advisor Council.

(c)  Duties. The duties of the Committee shall include but are not limited to:

(i)  Review and make recommendations to the Board regarding the District’s community relations and outreach activities, including marketing, community education and wellness activities;

(ii)  Review marketing policies to ensure that they support the District’s mission and goals. Such policies shall include market research, specific and marketing program planning and development, and internal and external communications. The
Committee shall report its review of such policies to the Board on a regular basis;

(iii) Serve as Board liaison to the Foundation, and annually review, recommend and prioritize capital projects and contemplated funding requests to the Foundation’s Board of Directors, and review annual quarterly reports from the Foundation regarding donations and projects funded during the previous year;

(iv) Review annually those policies within the Committee’s purview and report the results of such review to the Governance, Audit and Compliance Committee. Such reports shall include recommendations regarding the modification of existing, or creation of new, policies;

(v) Advise the Board on issues relating to health care advisory councils and District grant procurements;

(vi) Undertake planning regarding the District’s community relations and outreach activities, including marketing, community education and wellness activities; and

(vii) Perform such other duties as may be assigned by the Board.
Community Outreach
Community Relations Committee

March 2015
Palomar Health Mission

• “To heal, comfort and **promote health in the communities we serve**”
• Community Outreach facilitates health promotion in our communities
• Collaboration with more than 75 partners
Mental Health a Priority
4 Top Health Issues

- Diabetes (type 2)
- Obesity
- Cardiovascular Disease.
- Mental/Behavioral Health

- U.S. Dept. of Health & Human Services
  - 2010: Healthy People Report
  - 2005: White House Conference on Aging
  - 1999: Older Adults & Mental Health
Recommendations for Action to Improve Community Health

- Access to Care or Insurance
- Care Management
- Education
- Screening Services
- Collaboration

Source: http://www.hasdic.org/chna.htm
Senior Mental Health Issues (1)

- About 20% of individuals over the age of 55 have mental health concerns.
- Depression is the most common mental health issue among older adults; depression is NOT a normal part of aging.
- Depression and substance abuse; a high percentage self-medicate with prescription & over-the-counter drugs and/or alcohol.
- Anxiety is 2nd most common type of mental health problems.
Senior Mental Health Issues (2)

• Alzheimer’s Disease – 3rd leading cause of death in San Diego County; (6th in US; 5th in CA)
• San Diego County Alzheimer’s Project – collaborative effort launched in 2014 to improve local care and develop a cure
• 1 in 3 seniors die with Alzheimer’s
• Women in their 60’s twice as likely to develop Alzheimer’s over rest of their lives as they are to develop breast cancer

Source: Alzheimer’s Association presentation 1-29-15
Senior Mental Health Issues (3)

• At risk for suicide: Males over the age of 75 are the most likely group to complete suicide; ratio of male to female 4:1 (U.S.)
• 1 suicide per day in San Diego County; 441 lost to suicide in 2013
• Rate among white San Diegans is more than double that of any other race/ethnicity
• Rate of suicides to homicides in San Diego is 4:1

Sources: San Diego County data: http://www.sdchip.org/spap.aspx
Challenges to Addressing Mental Health Issues in Older Adults

• Lack of awareness of symptoms
• Missing warning signs
• Stigma of mental illness
• Limited access to mental health services
• Poor understanding of or disbelief in the benefits of treatment
Why Focus on Volunteer Visitors

• With training visitors can help identify early warning signs of mental illness
• Visitors help decrease social isolation
• Knowledgeable visitors can help reduce stigma and connect seniors to community resources
• Visitors can help support treatment
Support Our Community Seniors

SOCS Box

• Developed by Palomar Health Community Action Council of San Marcos in 2007 in collaboration with many CAC partners

• Training and “toolbox” of community resources to support seniors

• Targets volunteers who visit seniors in their homes or care facilities: Ombudsmen, Meals on Wheels, faith communities, Sheriff’s Patrol, families and friends
Promotes Palomar Health Services

• Palomar Behavioral Health Services – Inpatient and Outpatient
• Lifeline
• Home Care
SOCS Box Growth

SOCS Box 2009-2015

#PARTICIPANTS

YEARS


34 48 36 102 115 126 131

0 20 40 60 80 100 120 140
2015 SOCS Box Publicity

• HealthSource
• \textit{Live Well San Diego} newsletter
• Aging & Independence Services Bulletin
• 2-1-1 Info Line Calendar
• UT Community Calendar
• CAC & Partners’ List Serves
• Interfaith faith community partners
• Meals on Wheels and Senior Centers’ newsletters
2015 SOCS Box Outcomes

• 131 Participants from N San Diego County; 1/3 had attended a previous SOCS Box

• Palomar Behavioral Health featured on Resource Panel

• 11 Exhibits including 3 from Palomar Health

• 77 Participated in the QPR Suicide Prevention Training which is repeated each year
2015 SOCS Box Outcomes

• Training rated 4.9 on a 5-point scale
• Increased knowledge about:
  1) How to identify signs of Alzheimer’s disease
  2) Safe disposal of medications
  3) How to prevent falls
  4) How to avoid senior scams
2015 SOCS Box Outcomes

• 12 pounds of prescription medications collected for safe disposal

• 15 Spanish –speaking promotoras trained via translation for the first time
Thank You

Kay Stuckhardt and Nancy Roy
Community Action Council Liaisons
Palomar Health
The Supporting Our Community Seniors (SOCS) training held January 29, 2015 at the San Marcos Community Center was attended by 131 participants and 21 exhibitors. Seventy seven stayed for the Question, Persuade, Refer Suicide Prevention training which is repeated annually. Participants included volunteers with Meals on Wheels, Ombudsmen, Sheriff’s Patrol, Project CARE, and faith communities; health and social service agency staff; and interested seniors. For the first time, Spanish translation was provided for 13 promotoras. Twelve pounds of prescription medications were collected for safe disposal – part of the effort to prevent prescription drug abuse.

Verbal feedback was extremely positive. Many commented on how much they had learned and how it would help them support the seniors in their lives. One woman told us, “This will really help me deal with my spouse who has Louie Body Dementia.”

A written evaluation completed by 92 of the participants is summarized below. Overall the training was rated 4.9 on a 5-point scale.

<table>
<thead>
<tr>
<th>Content of SOCS Box Training</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Avg. Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can name two ways to avoid scams.</td>
<td>84</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>91</td>
<td>4.9</td>
</tr>
<tr>
<td>I know where to safely dispose of expired or unused prescriptions.</td>
<td>84</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>91</td>
<td>4.9</td>
</tr>
<tr>
<td>I can identify two ways to prevent falls.</td>
<td>78</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>91</td>
<td>4.8</td>
</tr>
<tr>
<td>I can identify two or more signs of Alzheimer’s Disease.</td>
<td>83</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>91</td>
<td>4.9</td>
</tr>
</tbody>
</table>

Community Resources

The community resources provided are useful. 82 9 0 0 0 91 4.9

Overall

Overall, I thought training provided me with useful information I can use in my role as helper/visitor. 84 6 0 0 0 90 4.9

Training Content

Kathy Holmes-Hardy (Avoiding Scams) 83 6 0 0 0 89 4.9
Gerald Graf (Prescriptions & Medication Disposal) 85 4 0 0 0 89 4.9
Resource Panel (Palomar Behavioural Health, NCHS, Interfaith Senior Services, SM Senior Center) 70 12 4 0 0 86 4.8
Kari Carmody (Fall Prevention) 74 15 1 0 0 90 4.8
Holly Pobst (Alzheimer’s Disease) 87 3 1 0 0 91 4.9
What other information or topics would you like to have at the SOCS Box training next year?

- Brain fitness strategies
- PERT
- Caregiving
- Aging in place
- Hospice programs
- Veteran’s services
- Caring for the care giver
- Time share scams
- Importance of diet, exercise to mental health
- Heart health, nutrition, natural health alternatives
- How to advocate for seniors in health care setting
- Assisted living consumer information
- More resources for East County
- How to help seniors in disasters
- Explain Ombudsmen role
- How to talk with seniors regarding personal hygiene
- How to encourage seniors to speak openly with medical providers and caregivers
- How to help seniors with medication management
- Resources for blind and hard of hearing (Hard of Hearing Association of America)
- Examples from “The Feeling Fit Club: exercise routine
- Representative who can address Medicare and MediCal questions
- Pain management options for maintaining an active life in spite of physical limits
- Elder abuse signs and how to report
- Process of guardianship, conservatorship, and power of attorney
- Natural remedies for cold, flu, arthritis, etc.

Additional Feedback

1. QPR training must be limited to 30 people in future
2. Excellent workshop
3. Remind everyone to turn off cell phones and refrain from side conversations
4. Need sound barrier for Spanish translation
5. Have Spanish translator at check-in
ADDENDUM B
BACKGROUND

Over the past several months we have been working with the Business Development Team to strengthen our brand platform—more specifically our CV and Ortho marketing programs in alignment with our business objectives.

Today we are going to share the Palomar Health Orthopedic & Spine Center marketing campaign for 2015.

We will share what consumers will see and where they will see it, to drive interest, consideration and growth for our Orthopedic & Spine Center.
WHAT’S IN A NAME

Through our recent Brand Awareness study we learned that although we have a brand recognition in North County, our market did not understand that we were a hospital system or that we had excellent specialty offerings. But we needed to know more.

We conducted additional online research to understand what patients in our market were looking for when searching for Orthopedic or Spine physicians.

We researched local competitors and national hospital systems that offered the same specialties that we offered and developed a strong and competitive naming convention for our specialties.

We talked to all of you and our leadership team to get additional insights and to check in along the way to ensure that we were delivering the strongest position that we could for Palomar Health and the Orthopedic & Spine Center.

All this culminated in the decision to rename the Palomar Health Orthopedic Institute to the Palomar Health Orthopedic & Spine Center.
BE WHERE THEY ARE LOOKING

Online
- Pay Per Click
- Social Media
- Display Ads

Internal Comm
- Breaking News

Print
- Newspapers
- Fliers
- The HealthSource

Radio
- :30 Spots
- :15 Readers

TV
- :30 Patient Profile Segment

Classes & Events
- Orthopedic Classes
- Dine with the Docs (June)

PR
- Press Releases
- Pitches

Direct Mail
- Campaign/Class Postcard

Out-of-Home
- Billboards
- Bus Wraps
CAMPAIGN LANDIN PAGE

PALOMAR HEALTH Orthopedic & Spine Center

GET BACK TO THE PAIN-FREE LIFE YOU ONCE KNEW.
Learn how at a FREE class near you.

Our highly skilled hands and high-tech tools work together to turn back time — and restore your health and quality of life.

If you or someone you love suffers from joint pain, learn about advanced options for joint pain relief. Attend a FREE orthopedic class and receive a FREE first aid kit.*

Hip Joint Replacement
Learn more about our Orthopedic Services.
Palomar Health is a designated Center of Excellence, recognized as one of the nation’s top performing orthopedic centers.

Find a Board-Certified Orthopedic Specialist
The first step to getting great care is finding a great doctor. Visit: makeiteasy.

CHOOSE A DOCTOR
CLASS REGISTRATION
ORTHOPEDIC & SPINE MICRO SITE
ONLINE STRATEGY - PAY PER CLICK (PPC)

- Pay per click is an internet advertising model used to direct traffic to websites. Advertisers pay the publisher when the ad is clicked.
- Palomar Health will bid on keyword search phrases relative to orthopedic & spine services. Targeted messages appear in the paid search portion of a search engine page. i.e. Google, Yahoo, Bing
- PPC allows us to increase our visibility online and measure effectiveness of keywords and web page content. Over time, keywords and content can be modified to reflect popular search terms.

Sample PPC Messages

STOP HIP & KNEE PAIN.
Top Performing Orthopedic Centers.
Mayo Clinic Care Network Member.
www.PalomarHealth.com/ortho

CHRONIC SHOULDER PAIN?
Choose the best orthopedic doctor.
97% orthopedic satisfaction rating.
www.PalomarHealth.com/ortho

BEST ORTHOPEDIC SURGEONS
Palomar Health performs the most joint replacements in North County.
www.PalomarHealth.com/ortho

TOP SAN DIEGO ORTHO CENTER
Choose your doctor at one of America’s Top Performing Orthopedic Centers.
www.PalomarHealth.com/ortho

SUFFERING WITH JOINT PAIN?
Top Performing Orthopedic Centers.
San Diego award-winning surgeons.
www.PalomarHealth.com/ortho
## ONLINE STRATEGY – SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Channel</th>
<th>Content</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>Promote Ortho classes, Dine with the Docs, joint health tips, local/national ortho/spine-related news</td>
<td>Weekly post to Facebook</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>Condensed version of Facebook posts</td>
<td>Weekly post to Twitter</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td>Image related posts, i.e. Dine with the Docs flier, Ortho Campaign Imagery and Messaging</td>
<td>Weekly post to Pinterest</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>Same as Pinterest</td>
<td>Weekly post to Pinterest</td>
</tr>
</tbody>
</table>
LOOKS LIKE AN OPERATING ROOM.

BUT IT'S REALLY A TIME MACHINE.

Our highly skilled hands and high-tech tools work together to turn back time – and get you back to the pain-free life you once knew.

Palomar Medical Center and Pomerado Hospital are nationally recognized, top-performing Orthopedic Centers of Excellence and perform more total joint replacements than anyone else in North County. Our award-winning specialists bring the latest treatments and world-class best practices to San Diego to ensure you have the fastest and widest recovery.

Discover advanced options for joint pain relief. Attend a FREE orthopedic class and receive a complimentary flow-guided kit.

Register for your class today:
760.284.5165
PalomarHealth.org/Time

Palomar Health collaborates with Mayo Clinic to quickly restore your health and quality of life.

NATIONALY RECOGNIZED CENTER OF EXCELLENCE

PALOMAR HEALTH
Orthopedic & Spine Center
LOOKS LIKE A MEDICAL DEVICE.

BUT IT’S REALLY A TIME MACHINE.

Our highly skilled hands and high-tech tools work together to turn back time—and get you back to the pain-free life you once knew.

Palomar Medical Center and Pomerado Hospital are nationally recognized, top-performing Orthopedic Centers of Excellence and perform more total joint replacements than anyone else in North County. Our award-winning specialists bring the latest treatments and world-class best practices to San Diego to ensure you have the fastest and easiest recovery.

Discover advanced options for joint pain relief. Attend a FREE orthopedic class and receive a complimentary flu shot kit.

Register for your class today:
760.284.5165
PalomarHealth.org/Time

Palomar Health collaborates with Mayo Clinic to quickly restore joint health and quality of life.

NATIONALLY RECOGNIZED CENTER OF EXCELLENCE
LOOKS LIKE A HOSPITAL.

BUT IT’S REALLY A TIME MACHINE.

Our highly skilled hands and high-tech tools work together to turn back time—and get you back to the pain-free life you once knew.

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Discover advanced options for joint pain relief. Attend a FREE orthopedic class and receive a complimentary first-aid kit.

Register for your class today.
760.294.5165
PalomarHealth.org/Time

Palomar Health collaborates with Mayo Clinic to quickly restore your health and quality of life.

NATURALLY RECOGNIZED CENTER OF EXCELLENCE

Blue Distinction Center for Surgery

Orthopedic & Spine Center

Mayo Clinic

Care Network Member
LOOKS LIKE A HOSPITAL.

BUT IT’S REALLY A TIME MACHINE.

PALOMAR HEALTH
Orthopedic & Spine Center

PalomarHealth.org/PainFree
CONSUMER – BUS ADVERTISEMENTS

LOOKS LIKE A MEDICAL DEVICE.

BUT IT’S REALLY A TIME MACHINE.

Do you suffer from joint pain? Wouldn’t it be nice to turn back time? At Palomar Health Orthopedic and Spine Center, you can.

Palomar Medical Center and Pomerado Hospital are nationally recognized, top-performing Orthopedic Centers of Excellence. Our award-winning orthopedic surgeons use highly skilled hands and high-tech tools to help get you back to the pain-free life you once knew.

Get back to the pain-free life you once knew.

760.227.4052 | PalomarHealth.org/TimeMachine

LOOKS LIKE A MEDICAL DEVICE.

BUT IT’S REALLY A TIME MACHINE.

Get back to the pain-free life you once knew.

PalomarHealth.org/TimeMachine
LOOKS LIKE A MEDICAL DEVICE.

BUT IT’S REALLY A TIME MACHINE.

Get back to the pain-free life you once knew.
Attend a FREE Joint or Spine class and get a new first-aid kit.

PALOMAR HEALTH Orthopedic & Spine Center

Is spine or joint pain stopping you from doing the things you love?

Our award-winning specialists can help you get back to the pain-free life you once knew. Attend a free class and find out how you can turn back time at Palomar Health.

OSTEOPOROSIS: ARE YOU AT RISK?
Wednesday, March 25, 4 – 7:30 p.m., FREE
Low bone density can occur anytime and could lead to osteoporosis or broken bones. Join Arneza Falahati, M.D., as he discusses prevention, risks, symptoms, screenings and appropriate treatment.

Pomerado Outpatient Pavilion
Education Classroom
1st Floor, South
15611 Pomerado Road
Poway, CA 92064

Attend a class and receive a free first-aid kit.*
To register, call 760.300.4322 or visit PalomarHealth.org/Joint.

*Limit one per household

Palomar Medical Center and Pomerado Hospital are nationally recognized as top performing orthopedic centers, and have both been designated a Center of Excellence by Blue Shield and Avocado.
Details regarding the media allocation for the Orthopedic & Spine campaign will be shared at the meeting on April 1, 2015. This will include:

- Print
- Digital (Display Ads)
- Radio
- TV
- Out of Home
- Direct Mail
- Classes & Events
NEW MOVER CAMPAIGN

An initial report outlining various measurements to date for our New Mover campaign will be presented at the meeting on April 1, 2015. This will include:

- Preliminary report on success of direct mail campaign
- Web Analytics
- Call to Action Fulfillment (First-Aid Kits)
THANK YOU