BOARD COMMUNITY RELATIONS COMMITTEE MEETING AGENDA

Wednesday, June 1, 2022
3:30 pm Meeting

Participation will be virtual pursuant to Board Resolution No. 01.10.22(03)-03
- Please see meeting log-in information below -

PLEASE MUTE YOUR MICROPHONE UPON ENTERING THE VIRTUAL MEETING ROOM AND WHEN NOT SPEAKING

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CALL TO ORDER

1. Establishment of Quorum
   
2. Public Comments

3. Action Item(s)
   a. *Minutes: Board Community Relations Committee Meeting – April 6, 2022 (ADD A-Pp6-Pp10)..............

4. Standing Items
   a. Community Engagement – Care Transitions / Life Aide Update (ADD B-Pp12-Pp16 )..............................
   b. Patient Experience Focus Group Update (ADD C-Pp18-Pp44 )...........................................................
   c. Foundation Update - Deferred ........................................................................................................
   d. Marketing Update (ADD D-Pp 46-Pp54).........................................................................................

FINAL ADJOURNMENT

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Board Community Relations Committee Members: Amazon - Villa Resident Purchase

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<tr>
<th>VOTING MEMBERSHIP</th>
<th>NON-VOTING MEMBERSHIP</th>
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<tbody>
<tr>
<td>Terry Corrales, Director – Chairperson, Board Member</td>
<td>Sheila Brown, RN, MBA, FACHE, Chief Operations Officer</td>
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<tr>
<td>Laurie Edwards-Tate, Board Member</td>
<td>Virginia Barragan, FACHE, PT, DPT, MOMT, Vice President Continuum Care</td>
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<td>Michael Pacheco, Board Member</td>
<td>Geoff Washburn, Chief Human Resources Officer</td>
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<tr>
<td>Diane Hansen, CPA, President / Chief Executive Officer</td>
<td>Kristin Gaspar, Palomar Health Foundation President and CEO</td>
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<td>Pauline Gourdie, Palomar Health Foundation Board Member</td>
<td>Marketing Representative</td>
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<tr>
<td>Linda Greer, Board Member 1st Alternative</td>
<td>RN Representative</td>
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NOTE: If you have a disability, please notify us by calling 442.281.3244, 72 hours prior to the event so that we may provide reasonable accommodations
Participation will be virtual pursuant to Board Resolution No. 01.10.22(03)-03

Please join the meeting from your computer, tablet or smartphone:
https://global.gotomeeting.com/join/348870573
OR Dial in using your phone: 312.757.3119; Access Code: 348-870-573

PLEASE MUTE YOUR MICROPHONE UPON ENTERING THE VIRTUAL MEETING ROOM
Minutes
Palomar Health Board of Directors
Community Relations Committee
Wednesday, June 1, 2022

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 1, 2022

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Chief Operations Officer

BACKGROUND: The minutes of the Board of Directors Community Relations Committee meeting held on Wednesday, April 6, 2022 are respectfully submitted for approval

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the April 6, 2022 Palomar Health Board of Directors Community Relations Committee meeting minutes

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion: X

Individual Action:

Information:

Required Time:
Community Engagement

TO: Board Community Relations Committee
MEETING DATE: Wednesday, June 1, 2022
FROM: Tina Bassett, Committee Assistant

Background: Palomar Health departments provide an awareness presentation on their services that support community engagement

Budget Impact: N/A

Staff Recommendation:

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 1, 2022

FROM: Michael Whalen, Patient Experience Specialist

Background: The Patient Experience Focus Group is a partnership with community members and Palomar Health to identify and address healthcare needs of our communities through mutual support and partnership

Budget Impact: N/A

Staff Recommendation: Approval

Committee Questions:

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<th>COMMITTEE RECOMMENDATION:</th>
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<td>Required Time:</td>
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TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 1, 2022

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Chief Operations Officer

BACKGROUND: Marketing Update is provided for review

BUDGET IMPACT: None

STAFF RECOMMENDATION:

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
ADDENDUM A
# BOARD COMMUNITY RELATIONS COMMITTEE ATTENDANCE ROSTER

## CALENDAR YEAR 2022

### MEETING DATES

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<th>MEMBERS</th>
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### STAFF ATTENDEES

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<td>Virginia Barragan, Vice President Continuum Care</td>
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<td>Kristin Gaspar, President and CEO Palomar Health Foundation</td>
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<td>Kirk Effinger, Foundation Board Member</td>
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<td>Tricia Kassab, Vice President Patient Satisfaction and Quality</td>
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<td>Michael Whalen, Patient Experience Specialist</td>
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<td>Geoff Washburn, Vice President Human Resources</td>
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<td>Kelly Reader-Dover, RN Representative</td>
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<td>Darryl Acosta, Marketing Representative</td>
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<td>Ric Militi, CEO, InnoVision Marketing Group</td>
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<td>Jordan O'Keefe, InnoVision Marketing Group</td>
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<td>Brad Krietberg, Director Organizational Learning and Development</td>
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### INVITED GUESTS (see meeting minutes)

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<th>CONCLUSION/ACTION</th>
<th>FOLLOW UP / RESPONSIBLE</th>
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The meeting, which was held virtually pursuant to Palomar Health Board Resolution No. 01.10.22(03)-03, was called to order at 3:31 p.m. by Board Committee Chair Terry Corrales.

**NOTICE OF MEETING**

Notice of meeting was posted at Palomar Health’s Administrative Office. The meeting notice was also posted with the full agenda packet on the Palomar Health website on Friday, April 1, 2022 which is consistent with legal requirements.

1. **ESTABLISHMENT OF QUORUM**

Quorum comprised of Director Corrales, Director Pacheco, Director Edwards-Tate, Palomar CEO Hansen.

2. **PUBLIC COMMENTS**

There were no public comments.

3. **WELCOME/INTRODUCTIONS**:

Director Corrales initiated roll call attendance and welcome.

4. **ACTION ITEMS**

a. *Minutes: Board of Directors Community Relations Committee Meeting – Wednesday, February 2, 2022*
## AGENDA ITEM  CONCLUSION/ACTION FOLLOW UP / RESPONSIBLE FINAL?

### DISCUSSION

- **No discussion**

**MOTION:** By Director Pacheco; 2nd by Director Corrales, and carried to recommend approval of the minutes of Wednesday, February 2, 2022 Board Community Resources Committee as presented

- Corrales – Aye
- Edwards-Tate – Aye
- Pacheco – Aye
- Hansen – Aye

**NA**  **Y**

### 5. STANDING ITEMS

#### a. Community Initiative

Utilizing the attached documents, Director Volunteer Development and Spiritual Care, Margaret Mertens and Manager Career Development, Christina Perdomo provided program updates:
**Volunteer Development, Spiritual Care and Gift Shops**
- Volunteers provide an important role in patient satisfaction for those entering our hospitals and medical office facilities
- Total membership at 350, 150 active, 71 needlework, 6 active Chaplains
- Offsite volunteers has increased from 12 during the pandemic to over 70 members, providing needlework items supporting the Birth Center, Emergency Department and residents at The Villas
- Spiritual care members provide chaplaincy visits, spiritual consultation and emotional support on-site or on-call 24 hours/7 days a week
- The Gift Shops members manage merchandise at both campuses
- Strategic plan is to grow volunteers to 180 active members by calendar year end 2022 and increase community relations by meeting with area spiritual care leaders to provide better support for all denominations
- April is Volunteer Recognition month with celebrations occurring over the next 2 weeks

Director Corrales extended the Board’s gratitude and appreciation for the tremendous service provided by our volunteers and asks the celebration dates be provided to Board Members to participate and thank our volunteers as able

**Career Development – Pathmaker Internship**
- The Pathmaker Internship program provides entry level internships for youth ages 16 years and up to explore healthcare careers, gain hand-on patient care experiences and network with professionals
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| • Training provides a wide range of basic and general inpatient care skills and department specific specialty skills for a well-rounded experience in determining potential health care careers  
• Department selection is rotational every 3 months where new skill sets specific to the department are achieved  
• Program requires a 15 month commitment and total of 240 hours to graduate  
• During the pandemic application, interview and education occurred online with outdoor in-person clinical training  
• Outdoor clinical training was so well received that this will continue  
• There are approximately 457 active interns presently, with over 550 interns hired into our system  
Director Corrales expressed pride with the level of training provided and the excellent mentorship of our youth in discovering their individual career paths. Director Pacheco echoed the sentiment and inquired of any future plans to provide high school involvement. The minimum age requirement is 16 years of age due to the mandatory background checks. A pilot program for middle school engagement is currently underway to roll out to Escondido Union District in May  |
| **b. Patient Experience Focus Group Update** |                  |                        |        |
| Utilizing the attached document, Patient Experience Specialist, Michael Whalen provided the Patient Experience Focus Group,( PEGF), update:  
• Patient Experience Focus Group (PEFG) meet monthly  
• Group reviewed HCAHPS | Strategies Update to focus efforts to improve the patient experience and ultimately satisfaction scores  
• Daily discharge phone calls provide alerts to leaders to contact patient, post discharge to triage potential concerns  
• Group is looking for additional participants and encourage committee members, staff and patients to reach out with potential applicants  
• Group expressed interest in obtaining better understanding of the Poway Addiction Recovery Center and the Palomar Health Patient Portal to enable the ability to improve the patient experience with sustainable communication  
Director Corrales posed the question of who the members are and how they are selected. The initial members were elected. Most of which are still active and have been on the Patient Experience Focus Group since its inception, it is composed of former patients who bring firsthand experience to the group  |
| **c. Foundation Update** |                  |                        |        |
| Utilizing the attached document, Palomar Health Foundation President and CEO, Kristen Gaspar provided the Foundation update:  
• $100K grant awarded from the San Diego County Board of Supervisors for the physician quarters and conference center bringing the total raised to over $3.5M. Project on track for summer completion  
• Palomar Health Executives attended the grand opening of the Palomar Health Healthcare Heroes exhibit at the Escondido Discovery Center on March 15 which continues over three months. Media coverage was present bringing community awareness  
• $88K State of California Technology grant awarded to The Villas in Poway, providing tablets for residents use |
AGENDA ITEM | CONCLUSION/ACTION | FOLLOW UP / RESPONSIBLE | FINAL?
---|---|---|---

**DISCUSSION**

- $5K grant awarded to create an in-house pet therapy program for One Safe Place providing comfort for victims of crime
- $40K raised within the first week of request in support of Palomar Health employee Greg Martinez, recently diagnosed with ALS. Total raised to date to over $66K
- Foundation hosting a Wild West Family Fest on May 14 from 11:00 -5:00pm at The Ranch at Bandy Canyon. Ticket purchases required, $20 Adults, $15 Children under 18. Cost provides all-inclusive food from a variety of vendors, activities and entertainment for the whole family

Director Corrales extended appreciation for all the Foundation’s hard work and recommended sending general emails to Board members for awareness and the opportunity to participate in upcoming event

d. Marketing Update

Utilizing the attached document, Chief Human Resources Officer, Geoff Washburn provided the Marketing update:

- Palomar is partnered with InnoVision Marketing Group for all our marketing needs to provide high quality television, radio and print ads in the greater San Diego, Temecula and South Riverside Counties
- The development of the new “Reimagining” branding logo is underway and utilized in print ads in both English and Spanish supporting the Newborn Intensive Care Unit and Cancer Institute at Palomar Medical Center Escondido, Healthgrades recognition, recognition of Diane Hansen for being named in the top 25 women leaders of 2022, and promoting technology and opportunity for the health system
- Detailed accounting of public relations campaign for quarter January through March 2022 provided totaling $87,580 for public relations media value, garnered at no cost through editorial placement
- InnoVision Account Representative, Jordan O’Keefe, introduced as the primary contact oversight for Palomar Health

Director Corrales commented on the outstanding and tasteful quality of representation we are able to contribute to the community

Director Edwards-Tate inquired how success will be measured. InnoVision will provide a detailed presentation during the upcoming Regular Board of Directors meeting

**FINAL ADJOURNMENT**

Director Corrales adjourned the meeting at 5:01 p.m.

**SIGNATURES:**

**COMMITTEE CHAIR**

Terry Corrales, RN

**COMMITTEE SECRETARY**

Tina Bassett
ADDENDUM B
Board Community Relations Committee

Care Transitions & Life Aid

Vernon Pertelle, Director, Home Health, Home Care, Community Outreach
June 1, 2022
Care Transitions - Background

• What is it?
  – Health care professional oversees management and coordinate services, as needed, for all medical conditions
  – Provided up to 30-days post discharge

• Why is it needed?
  – Communication (direct contact, telephone, electronic) with patient to prevent a failed discharge resulting in readmission
  – Education to support treatment adherence, and identify available community & health resources

• What has Palomar had in the past?
  – Part of a short term federal grant addressing readmission rates
  – Historically part of an inpatient nursing program
Care Transition Updates – Community

• Current state for Care Transitions (Since 2021):
  – Transitioned from Inpatient to Outpatient Process
  – Care referrals made to Remote Nurse Practitioner (NP) who can connect patient to additional needed support
  – First call 24-48 hours post discharge
• Focus on Unassigned Medicare Patients
  – Use of Remote Patient Monitoring (RPM)
  – NPs manages patient after discharge from Acute Care or SNF when a primary care provider (PCP) is not assigned
  – Care Coordination of resources (Pharmacy), post-acute care services (Home Health, Outpatient Services) as well as connection with primary MD at Palomar Health Medical Group
Medical Alert System - Background

• What is it?
  – Medical Alert Monitoring and telehealth technology services help seniors live safely, and independently, in the comfort of their homes

• Why is it needed?
  – Monitoring for safety and reminders
  – Provides caregivers and family members with peace of mind regarding their loved-ones who live alone and/or live active lives independently

• What has Palomar had in the past?
  – Service delivered with direct involvement of hospital staff
  – Pricing of service for customers too high as a result of the need to cover expenses
Medical Alert Updates – Community Outreach

- Life Aid: Palomar Health in exclusive partnership with LifeStation in place since January 2022
  - Medical Alert Solution for as low as $19.95 per month
  - Built to suit individual lifestyles with in-home and fully mobile solutions that use fast, reliable technology to provide protection around the clock
  - Works with AT&T or Verizon anywhere in the US
  - Automatic fall detection
  - Enhanced location services
  - Small & lightweight and waterproof for 24/7 protection
ADDENDUM C
Patient Experience Focus Group
March 17, 2022
Palomar Health Patient Portal Presentation & Web Demonstration

Linda Thompson, ITWorks Sr Solution Architect
Patient Portal Discussion Goals

• Inform on current portal usage and capabilities (analytics and demo)

• Inform on items that can be turned on within existing portal for future discussion (no demo but will arrange for later)

• Discuss next steps, for example:
  – Do we want to more aggressively market current capabilities to patients and community?
  – How should we proceed with possible improvements?
Portal Information

• Portal is provided by Cerner (“Healthe Life” Patient Portal)
  – Portal is fully integrated with Cerner/Clarity
  – Portal is hosted at Cerner’s data center in Kansas City
  – PH brand logo is featured throughout the portal
• Live with patients using it today
  – Every patient is asked during registration and sent email invitation
Available via Browser or Via Cerner “Healthe Life” Mobile App in App Store
Portal Current State Functionality Summary

Most functionality decisions were for meaningful use compliance and not to directly enhance patient experience.

Features In Use Today (To be demoed)

- Links to Palomar site
  - Find a physician
  - Locations
  - Patient and visitor information
- Results viewing
- Document viewing and download
  - Documents include discharge education
  - Pdf
  - XML shareable format
- Patient Information Viewing and Edit Requesting

Features Not in Use But Available (No demo)

- Self-enrollment in portal
- E-clipboard (e.g. pre-admission info collection)
- Self-scheduling for appointments
- Two-way messaging between providers and patients (Cerner Message Center integration)

Available at additional cost:

- Online Bill Pay
- Show app in app store as a Palomar Health branded app that can be found under “Palomar Health” vs “Healthe Life”
- “Digital front door” integrating disparate orgs/systems and functionality like Wellness
Usage Analytics

- Data compiled from Google Analytics (turned on 4 Sep) and Cerner tools
- What data tells us at high level:
  - 25% of invited patients enrolled over time
  - 22k patients signed up for it at some point since it went live
  - Some Patients Are Using It:
    - 966 users (4%) have accessed it at least once since 4 Sep
    - The 966 users have averaged 2.1 sessions each
      - 50% of users had only 1 session since 4 Sep
      - 2% of users had more than 10 sessions
    - Sessions last 4 minutes on average
    - 35% of people view one page and leave
Usage Analytics

– People Are Mostly Using it on Mobile Devices:
  • 55% of usage on mobile phone
  • 3% on tablet
  • 42% on desktop
  • Only 8 of 966 used the app (1 is Mike Vesser)

– People Primarily View Results
  • Majority of activity (other than signing-up) is results viewing with document viewing a distant second
  • COVID could be skewing result viewing up
Live Demonstration of Current Portal

• Presented by Linda Thompson, Solution Architect
• Using test patient
• Refer to list of “Portal Current State – Features in Use Today?”
Palomar Health Recovery Center at Poway

Don Myers, LCSW, District Director - Center for Behavioral Health Services
Shante Ogden, LCSW, Lead Licensed Behavioral Health Clinician
Goals for Today’s Presentation

✓ What is the Recovery Center and what are the services provided?

✓ Who is appropriate for treatment?

✓ How are patients referred?

✓ Answer any Questions
What is the Recovery Center?

The Palomar Health Recovery Center at Poway is an outpatient program which provides a specialized level of care designed to meet the needs of participants with primary substance use disorders.
Goals of The Recovery Center

Overall goals:

- Promote healthy management of substance use disorders through abstinence and the Twelve-Step model accompanied by a range of therapeutic modalities leading to decreased symptoms.

- Improve participants’ health and functioning in social, occupational, and other areas critical to leading a safe, productive and substance-free life.
Services Provided

• Assessment and Individualized Treatment Planning

• Small groups – Primary treatment modality
  ▪ 12-18 Sessions
  ▪ In-person and virtual options available
  ▪ Living in Balance Curriculum – Hazelden Betty Ford

• Sessions will be 3x per week, 3 hours per day minimum
  ▪ Psycho-education
  ▪ Processing
  ▪ Individual Sessions
  ▪ Family Sessions
Services Continued

- Randomized Urine Drug Screening for recovery support and accountability

- Medical Services
  - Via referral and coordination of care, when indicated, with the provider of participant choice.

- Recovery Planning

- Connection to Sober Support Groups

- Aftercare Program
  - Alumni Groups
The Participants

• Adolescents 13-17 years old and Adults 18 years old and over
• Commercial Insurance or ability to afford out-of-pocket cost
• Substance Use Disorder diagnosis is the primary
  ▪ Alcohol Use Disorder
  ▪ Opiate Use Disorder
  ▪ Sedative-, Hypnotic-, or Anxiolytic – Related
  ▪ Stimulant Use Disorder
  ▪ Cannabis Use Disorder
  ▪ Hallucinogen – Related Use Disorder
  ▪ Inhalant Use Disorder
Who is appropriate continued...

• A patient ready for discharge from an inpatient/PHP setting, and needing additional monitoring, support, and ongoing therapeutic interventions consistent with the services of the Recovery Center

• A client who has not made sufficient clinical gains within a traditional outpatient setting

• Potential participant is sufficiently medically stable and does not manifest symptoms of withdrawal of a severity that could be life threatening.

• Will agree to remain alcohol and drug free and agrees to periodic and random urine drug screens and/or blood alcohol testing while participating in the program.
Exclusionary Criteria

- Actively suicidal
- Danger to others
- Unable to provide for their basic needs due to a mental health disorder
- Disorganized or demonstrating symptoms of psychosis
- Actively and severely impulsive in destructive but not life-threatening ways (self-mutilating, property destruction, etc.)
- Cognitive impairment that would make him/her incapable of benefiting from an educational, insight-oriented or behavioral treatment program
Living IN BALANCE Overview

- Created by Hazelden Betty Ford staff through a bio-psychosocial theoretical framework
- Used either as a core treatment modality or in conjunction with other treatment strategies facilitated in individual or group sessions

Goals

- Provide Psycho-education about substances, treatment and recovery
- Confront issues of denial
- Encourage and facilitate the development of coping skills
- Learn Relapse prevention
Continued Overview

3 separate, yet related curricula:

• Core Program
• Recovery Management
• Co-occurring Disorders

• Interactive worksheets that teach, engage, and motivate participants
• Role-play exercises
• Visualization and relaxation exercises
Co-occurring Disorders

Program tailored to those with Co-occurring disorders and can be used to supplement material from Core Program and Recovery Management

- Effects of substance use on mental health
- What are co-occurring disorders?
- Treatment and Medications
- Phases of Dual Recovery
- Twelve Steps for Co-occurring
- Self-help groups for Co-occurring
- Important issues about mental health medications
- Building a Recovery Support System
- Making the Best Decisions
- Seeking Help for Co-occurring disorders
Mini Tracks for Individualized Treatment

• Anger and Emotional Management

• Trauma and Violence

• Promoting Mutual Support and Twelve Step Participation
Referral process

Referral can be made by the Participant or Provider/Social Worker/Case Manager

**Recovery Center Referral Line:**
858-613-4910
Monday - Friday  8:00 am - 5:00 pm

**Email:**
recovery@palomarhealth.org

*After hours voicemail announcement instructing callers to leave brief message, and if it is an emergency to please call 911 or go to their nearest Emergency Department.*

On-site consultation – BHU, GPU, ER
Questions?
Reflective Question

• What are patients’ and family members’ greatest concerns regarding patient safety while in the hospital?
Patient Story |

Richard McDonnell began experiencing rapid heart beats in his 30’s. Over the past forty years, episodes became more intense & frequent. After maxing out medication, trips to the E.R., hospitalization, & 16 shots to stop an Episode Richard’s only solution was surgery. This is his Palomar Health patient story.

https://www.youtube.com/embed/BQ0K034YT8M
Roundtable | Next Steps

• Topic for next Focus Group

• Next meeting is May 19, 2022 at 4:00pm
ADDENDUM D
Palomar Health Marketing Update

Presented by:
InnoVision Marketing Group
Newest Awards

• Palomar Health’s newest awards will be highlighted in the media across multiple platforms (press releases, print, digital, and broadcast tv)

• Best Maternity Hospital
• Leapfrog Achievement (Poway – 5 Years in a Row)
• Newsweek World’s Best Hospital (3 Years in a Row)
• Top 5 Spine Surgery in CA (Healthgrades)
InnoVision facilitated the design of Newsweek’s World’s Best Hospitals logo, highlighting how Palomar Health has won the award for three years in a row!
Service line: Oncology

- Multi-channel campaign
  - Print ads
  - Radio spots
  - TV spots
  - Digital advertising
• Dr. Phull recently participated in two ABC interviews on Palomar Health’s sponsored segment: Your Health Matters!
  • The Importance of Having a Trusted Healthcare Provider for your Cancer Journey
    • Dr. Phull discussed his practice and how he guides his patients through their cancer journey, the technology and innovation patients will find at Palomar Health, and how Palomar Health is taking the fear out of healthcare with empathy and respect
  • Screening and Treatment Practices
    • Dr. Phull discussed how to detect and prevent cancer, treatment options for cancer patients and how the oncology team at Palomar Health provides a customized treatment for every patient
Service line: Behavioral Health

• Print Advertisements
  • Union Tribune
  • San Diego Business Journal
    • “A Letter from Donald Myers, Director of Behavioral Health at Palomar Health”
  • Mental Health Roundtable
Upcoming Campaigns & Palomar Health Events

• HR Recruitment Campaign
  • Live next week!
• Wellness Summit
• 10 Year Anniversary (PMCE)
• Open Enrollment Campaign
  • Planning phase
• Bariatrics, Orthopedics & Women’s Health Campaigns