BOARD COMMUNITY RELATIONS COMMITTEE MEETING AGENDA

Wednesday, August 3, 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

CALL TO ORDER

1. Establishment of Quorum

2. Public Comments

3. Action Item(s)
   a. *Minutes: Board Community Relations Committee Meeting – June 1, 2022 (ADD A-Pp7-Pp11)……………
   5  1  4:06

4. Standing Items
   b. Patient Experience Focus Group Update (ADD C-Pp28-Pp45)................................................................. 10  3  4:31
   c. Foundation Update (ADD D–Pp47-Pp52) ...................................................................................................... 10  4  4:41
   d. Marketing Update (ADD E-Pp54-Pp65) ........................................................................................................ 10  5  4:51

FINAL ADJOURNMENT

Board Community Relations Committee Members:

<table>
<thead>
<tr>
<th>VOTING MEMBERSHIP</th>
<th>NON-VOTING MEMBERSHIP</th>
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</thead>
<tbody>
<tr>
<td>Terry Corrales, Director – Chairperson, Board Member</td>
<td>Sheila Brown, RN, MBA, FACHE, Chief Operations Officer</td>
</tr>
<tr>
<td>Laurie Edwards-Tate, Board Member</td>
<td>Virginia Barragan, FACHE, PT, DPT, MOMT, Vice President ContinuumCare</td>
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<tr>
<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, President and CEO Palomar Health Foundation</td>
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<tr>
<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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<td>Tricia Kassab, Vice President Quality and Patient Satisfaction</td>
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<td>Michael Whalen, Patient Experience Specialist</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
Asterisks indicate anticipated action. Action is not limited to those designated items.

1 - 5 minutes allowed per speaker with a cumulative total of 15 minutes per group.

**PLEASE NOTE:**
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**

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1 New to GoToMeeting? Get the app now and be ready when your first meeting starts: [https://global.gotomeeting.com/install/728792797](https://global.gotomeeting.com/install/728792797)

2 5 minutes allowed per speaker with a cumulative total of 15 minutes per topic. For further details & policy, see Request for Public Comment notices on the Website.
ADDENDUM B
ADDENDUM C
ADDENDUM D
ADDENDUM E
Minutes
Palomar Health Board of Directors
Community Relations Committee
Wednesday, August 3, 2022

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, August 3, 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, June 1, 2022 are respectfully submitted for approval

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the June 1, 2022 Palomar Health Board of Directors Community Relations Committee meeting minutes

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion: X

Individual Action:

Information:

Required Time:
# BOARD COMMUNITY RELATIONS COMMITTEE ATTENDANCE ROSTER

## MEETING DATES

<table>
<thead>
<tr>
<th>MEETING DATES</th>
<th>2/2/22</th>
<th>4/6/22</th>
<th>6/1/22</th>
<th>8/3/22</th>
<th>10/5/22</th>
<th>12/7/22</th>
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## MEMBERS

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<tr>
<th>Name</th>
<th>Role</th>
<th>2/2/22</th>
<th>4/6/22</th>
<th>6/1/22</th>
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<th>10/5/22</th>
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<td>Terry Corrales, Chair</td>
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<td>Laurie Edwards-Tate, Director</td>
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<td>Michael Pacheco, Director</td>
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<td>Diane Hansen, President &amp; CEO</td>
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<td>Pauline Gourdie, Palomar Health Foundation Board Member</td>
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<td>Linda Greer, 1st Alternate</td>
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## STAFF ATTENDEES

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<tr>
<th>Name</th>
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<th>2/2/22</th>
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<tbody>
<tr>
<td>Sheila Brown, Chief Operations Officer</td>
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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 Krietzberg, Director Organizational Learning and Development</td>
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<td>Tina Bassett, Committee Assistant</td>
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<td>INVITED GUESTS (see meeting minutes)</td>
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- **X** - Present
- **E** - Excused
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<thead>
<tr>
<th>AGENDA ITEM</th>
<th>CONCLUSION/ACTION</th>
<th>FOLLOW UP / RESPONSIBLE</th>
<th>FINAL?</th>
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**DISCUSSION**

**CALL TO ORDER**

The meeting, which was held virtually pursuant to Palomar Health Board Resolution No. 01.10.22(03)-03, was called to order at 3:30 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, May 26, 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, April 6, 2022*
## BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, JUNE 1, 2022

<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>CONCLUSION/ACTION</th>
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<th>FINAL?</th>
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<tbody>
<tr>
<td><strong>DISCUSSION</strong></td>
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<tr>
<td>• No discussion</td>
<td><strong>MOTION:</strong> By Director Pacheco; 2nd by Director Edwards-Tate, and carried to recommend approval of the minutes of Wednesday, April 6, 2022 Board Community Resources Committee as presented</td>
<td>NA</td>
<td>Y</td>
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### 5. STANDING ITEMS

#### a. Community Initiative

Utilizing the attached documents, Director Home Health, Home Care, Community Outreach, Vernon Pertelle provided the Care Transitions and Life Aid update:

**Care Transitions**

- Care transitions is a program originally developed as part of a CMS project, as a means to identify services that were required for people being discharged within 24 to 48 hours following an acute care setting and to oversee management and coordination of services for individuals who did not have a primary care physician through communication with the goal to prevent readmission within the first 30 days
- Services were previously provided as part of an inpatient program until Medicare eliminated grant funding
- Currently Palomar is in agreement with a group who serves as an extension of our Palomar Health Medical Group. They initiate contact with the patient remotely, after discharge, to provide education, information and a primary care physician if indicated to ensure the patient has everything they need to prevent readmission

Director Corrales inquired why services are provided remotely. The purpose to work remotely is to allow it to be scalable. Volume increases may limit the ability of in-house staff to meet the needs timely

**Medical Alert System**

- The medical alert monitoring and telehealth technology services provide caregivers and family members the ability to monitor their loved ones in their homes
- Provides peace of mind for individuals who may be at risk for falls
- Able to detect gait disturbances and relay the information in real time, regardless of physical location
- Similar products prove cost prohibitive
- Palomar partnered with Life Aide in January 2022 to provide for a low fixed monthly amount
- System connectivity can be obtained by broadband for landlines or WiFi for cell phones

Director Corrales expressed what a truly wonderful offering to our community
<table>
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<tbody>
<tr>
<td><strong>DISCUSSION</strong></td>
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<tr>
<td>Director Edwards-Tate inquired if this service is exclusive for the Palomar Health district. Yes, the partnership was developed exclusively with Palomar Health</td>
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<td>b. Patient Experience Focus Group Update</td>
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<td>Utilizing the attached document, Patient Experience Specialist, Michael Whalen provided the Patient Experience Focus Group, (PEFG), March 17, 2022 Meeting update:</td>
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<tr>
<td>Patient Portal</td>
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<td>• Meeting included informative presentations on the Patient Portal and the Recovery Center at Poway as requested for better awareness Patient Portal is fully integrated with Cerner/Clarity and provides patients ability to link to Palomar for physician, physician specialty, locations, important visitor information and discharge education</td>
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<td>• Majority of activity other than signing-up is with document viewing</td>
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<td>Recovery Center</td>
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<td>• Recovery Center at Poway is an outpatient program with provides specialized level of care designed to meet the needs out patients with primary substance use disorders</td>
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<td>• Goal is to promote healthy management of substance use disorders through abstinence and utilizing the Twelve-Step model to improve overall functioning in social, occupational and other areas critical to leading a safe productive and substance-free life</td>
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<td>• Patients served are adolescents 13-17 years and adults 18 years and older</td>
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<td>• Individual assessment provided at onset to outline most appropriate treatment plan that may include small group sessions, (in-person and virtual options available), psycho-education, individual and family sessions</td>
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<td>• Mini tracks available for anger and emotional management, trauma and violence and supporting mutual support and twelve step participation</td>
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<td>Director Corrales commended the PEFG leaders for providing thorough and informative information and discussion for this group. Director Corrales requested an invitation to the next meeting if possible</td>
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<td>c. Foundation Update</td>
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<td>The Palomar Health Foundation update is deferred</td>
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<td>d. Marketing Update</td>
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<tr>
<td>Utilizing the attached document, InnoVision Account Executive Jordan O’Keefe provided the Marketing update:</td>
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<td>• Newest awards presented: Best Maternity Hospital (Newsweek), Leapfrog Achievement (Poway 5 Years in a Row), World’s Best Hospital 3 Years in a Row (Newsweek), and Top 5 Spine Surgery in California, (Healthgrades)</td>
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<td>• All awards will be highlighted in the media across multiple platforms to include press releases, print, digital, and broadcast television</td>
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## AGENDA ITEM

<table>
<thead>
<tr>
<th>DISCUSSION</th>
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<tbody>
<tr>
<td>• InnoVision facilitated the design of the World’s Best Hospitals for the honor of being named 3 years in a row to ensure the messages is delivered that winning once takes skill, winning twice shows consistency, winning three times proves excellence</td>
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<tr>
<td>• Ad focus currently on the Oncology service line utilizing the “re-imagining” logo and will be highlighted throughout the 2022 calendar year</td>
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<td>• Palomar physicians providing media segments to highlight specialties bringing awareness to the medical service line and providing a connection between the viewer and Palomar Hospital as the hospital of choice</td>
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<td>• Focused print ads in the Union Tribune and San Diego Business Journal on Behavioral Health Service line for Top 2022 Most Influential Behavioral Health Professional outlining Palomar Health as the premier behavioral health hospital</td>
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<tr>
<td>• Upcoming efforts include the Human Resources recruitment and Palomar Health Open Enrollment campaigns</td>
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Director Corrales commented how impressive and exciting to see ads in print and the media with the message to the community highlighting that Palomar Hospital is the best choice for hospital and all medical services you need right here in your own community. One suggestion would be to have the physician lab coats clearly display the Palomar name or a backdrop when doing a media spots

Director Pacheco inquired if Innovation handles social media platforms such as Yelp or Google. It would be beneficial for viewers to see that Palomar Health hears and addresses concerns. Account Executive O’Keefe stated the management of Yelp and Google My Business is considered Reputation Management and not on contract. Director Pacheco suggested this item be reviewed by the Board of Directors. Directors Corrales and Pacheco in agreement that President and CEO Hansen may want to visit and bring to the Regular Board of Directors for consideration

Amendment

InnoVision Account Executive O’Keefe shared following the Board Community Relations Committee meeting that Reputation Management is indeed in the scope of work

## FINAL ADJOURNMENT

Director Corrales adjourned the meeting at 4:24 p.m.

## SIGNATURES:

**COMMITTEE CHAIR**

Terry Corrales, RN

**COMMITTEE SECRETARY**

Tina Bassett
Community Engagement

TO: Board Community Relations Committee
MEETING DATE: Wednesday, August 3, 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:
Forensic Health & Trauma Recovery Center Services

Michelle Shores, RN, MSN, MBA-HC, CEN, SANE-A, SANE-P
Director of Forensic Health and Trauma Recovery Center Services
Palomar Health Forensic Health

- National Child Advocacy Center Accreditation
- Forensic Interviews
- Specialty Forensic Medical Exams
- Case Coordination
- Specialty Case Coordinator for Military and Human Trafficking
- Trauma Therapy
Locations

• These services are provided at
  – Palomar Health
  – One Safe Place San Marcos
  – San Diego Downtown Family Justice Center
  – Santee Sheriff Station
  – After hours/weekends/holidays Acute pediatric exams at Rady Children’s Hospital
  – UCSD Student Health

In an emergency situation, authorized by law enforcement, exams may be performed at offsite facilities such as, hospitals, skilled nursing facilities, police and sheriff departments, jails, morgues, or alternate offsite exams.

https://vimeo.com/527610123/8808410d83
Why are Co-Located Services important?

- Provide a neutral, child-friendly setting to prevent further harm to the victim
- Allow children and caregivers to receive multiple services through one organization
- Assist investigations through forensic evidence collection, child-friendly interviewing, and coordination of MDT
- Help children and families heal after trauma
Department Updates - 2022

- 2022
  - Moved to One Safe Place
  - Grant Funding to expand staffing and services
  - Increased capacity with more space and funding
    - Addressing human trafficking
    - Supporting military specific needs
    - Providing Trauma Recovery services
San Diego: Human Trafficking

- FBI data lists San Diego as **one of the 13** worst regions for human trafficking (SD Foundation, 2019)
- There are about **3,417 to 8,108 trafficking victims per year** in San Diego county (The Ugly Truth, 2016)
- About **80 percent** of victims in San Diego County are from the United States (The Ugly Truth, 2016)
- It is estimated that **more than 30%** of undocumented Spanish speaking migrant workers are victims of labor trafficking, and **55% are victims of abusive labor practices or gross exploitations** in San Diego County (Zhang, 2012)
- Data and statistics likely do not reflect the full scope of this issue
Background

- San Diego County has a substantial military presence. Our CAC is particularly close to Camp Pendleton.

- **Camp Pendleton**
  - 42,000+ active duty personnel
  - 38,000+ military family members occupy base housing complexes
  - A daytime population of 70,000 military and civilian personnel
  - 77,000+ retired military personnel reside within a 50-mile radius of Camp Pendleton with all the privileges to Base recreation facilities, commissary, exchange and medical services.
Barriers for San Diego Military Families

Top identified barriers to Palomar Health CAC services for military families and clients:

- **Stigma, shame, fear**
- **Fear of loss of financial/military support/military career**
- **Fear of censure from other military families/community**
- **Fear of reprimand from military leadership**

Other lessons:

- Need for outreach and education on PH CAC services and service eligibility
Specialty Protocol and Case Management

- CAC-Military Case Coordinator Position
- Specialty guidelines for CAC-Military Program
  - Screening
  - Information sharing
  - Referral sources
  - Military terminology
  - And more

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>MPO</td>
<td>Military Protective Order</td>
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<td>MSC</td>
<td>Medical Service Corps</td>
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<td>MTF</td>
<td>Military treatment facility</td>
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<td>NCA</td>
<td>National Children’s Alliance</td>
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<td>NCIS</td>
<td>Naval Criminal Investigative Service</td>
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<td>NCO</td>
<td>Noncommissioned Officer</td>
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<td>NPR</td>
<td>Non-Participatory Report</td>
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<td>OCONUS</td>
<td>Outside the continental United States</td>
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<td>PEDS</td>
<td>Acute and Non-Acute Forensic Medical Exam</td>
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<td>PH CAC</td>
<td>Palomar Health Child Advocacy Center</td>
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<td>PMO</td>
<td>Provost Marshal’s Office</td>
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Successes

- 15 military-affiliated cases identified in CY2020 → **32 military-affiliated cases identified in CY 2021**
  - ~113% increase
  - Volume increase? Screening efficacy? Outreach efforts?
- Increase in core CAC services provided
  - Forensic Interviews (+27%), Forensic medical exams (+250%), Trauma therapy (+1000%), Advocacy/case management (+58%)
- Identification of military-affiliated cases from civilian law enforcement referrals
  - 0 identified cases CY2020, 5 identified cases CY2021
- 20 outreach events performed
Child Trauma Therapy Services

- Psychotherapy and/or culturally-centered therapy
- Short Term Trauma Therapy (TF-CBT, CFTSI)
  - Up to 16 Sessions
- Short Term Music and Art Therapy
  - Up to 16 Sessions
- Crisis intervention
- Group counseling
- Case management
- Treatment plan meetings with non-offending parents/caregivers
- Transportation
- Community Outreach
- Support for Non-Offending Caregivers and Siblings
- Assistance and advisement with California Victim Compensation Board Claims
Palomar Health Trauma Recovery Center (TRC)

- The first Adult Trauma Recovery Center in San Diego County
  - Short Term Trauma Based Psychotherapy
  - Case Coordination
  - Physiatrist
    - Referral for TBI/ABI to outpatient rehab
  - Neuropsychology
  - Trauma Advocate Peer Program
• In March, 2022, the TRC underwent a soft launch phase (internal Palomar Health referrals) in FY1/Quarter 2.
• Client serves were provided virtually in preparation to move in co-located space at OSP.
• **Internal referrals:**
  – Palomar Health Child Advocacy Center
  – Palomar Health Forensic Services
  – Palomar Health Medical Provider
• **March, 18, 2022-June 30, 2022 (FY1, Quarter 2&3)**
• PAL received 32 referrals, of which 66% (21) engaged in services
  – 5 Referrals Declined TRC Services
  – 6 Referrals Pending Enrollment
## Volumes (Calendar Year)

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<td>Total Cases</td>
<td>241</td>
<td>454</td>
<td>466</td>
<td>891</td>
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**Total:**

- 2014: 241
- 2015: 454
- 2016: 466
- 2017: 891
- 2018: 1502
- 2019: 1394
- 2020: 1408
- 2021: 1617
- 2022 (Jan-June): 588
TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, August 3, 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:

Committee Recommendation:

Motion:

Individual Action:

Information:

Required Time:
## Agenda

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PURPOSE</th>
<th>PRESENTER</th>
<th>MINUTES NEEDED</th>
<th>END TIME</th>
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<tbody>
<tr>
<td>Call Meeting to Order &amp; Approval of Minutes</td>
<td>C/A</td>
<td>Heather Wood-Ion</td>
<td>2</td>
<td>4:02</td>
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<td>Review Prior Action Items</td>
<td>C</td>
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<td>Welcome &amp; Introduction</td>
<td>C</td>
<td>Heather Wood-Ion</td>
<td>3</td>
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<td>Confidentiality Agreements &amp; 2022 Roster</td>
<td>C/A</td>
<td>Val Martinez / Michael Whalen</td>
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<td><strong>Guest Speaker</strong></td>
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<tr>
<td>Fall Prevention Program</td>
<td>C</td>
<td>Shontaya Carrico</td>
<td>25</td>
<td>4:35</td>
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<tr>
<td><strong>Reflective Question</strong></td>
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<td>What are some of the falls interventions you may include in patients’ care plans or want to see implemented hospital wide?</td>
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<td><strong>Agenda Items</strong></td>
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<td>NRC Transition Discharge Phone Calls Update</td>
<td>C</td>
<td>Michael Whalen / Tricia Kassab</td>
<td>5</td>
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<td>- Communication About Medications</td>
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<td>Quiet Time Pack Update</td>
<td>C</td>
<td>Michael Whalen</td>
<td>5</td>
<td>4:55</td>
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<tr>
<td>ED – Pathmaker Pilot Update</td>
<td>C</td>
<td>Tricia Kassab / Michael Whalen</td>
<td>5</td>
<td>5:00</td>
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<tr>
<td><strong>Group Discussion</strong></td>
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<tr>
<td>Roundtable &amp; Topic for Next Focus Group</td>
<td>C</td>
<td>All</td>
<td>30</td>
<td>5:30</td>
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---

**Note:** The table format is consistent and clear, providing all necessary details for each agenda item, including purpose, presenter, minutes needed, and end time.
Confidentiality Agreement Discussion
Fall Prevention Program Presentation

Shontaya Carrico, MSN, APRN, ACNS-BC, CPHQ
Reflective Question

Group Discussion
Reflective Question

• What are some of the falls interventions you may include in patients’ care plans or want to see implemented hospital wide?
NRC Transition Discharge Phone Calls Update

Communication About Medications
A standardized process across Palomar Health

- EDUCATION ABOUT DISCHARGE CALL
- PATIENT DISCHARGED
- PATIENT CALLED WITHIN 72 HOURS
- HIGH RISK PATIENTS TRIAGED
- ISSUES RESOLVED

DATA AGGREGATED FOR PROCESS IMPROVEMENT

- Specific Patient Issues Resolved
- Staff are Engaged Through Recognition
- Root Cause and Sentiment Analysis to Improve Delivery of Care for Future Patients
NRC Transitions Discharge Phone Calls

• Why/Purpose
  – Decrease readmissions
  – Increase patient education
  – Improve quality of care

• What we did/date implemented
  – Implemented late 2021, timeline of onboarding inpatient units to continue through June 2022
  – Ambulatory timeline TBD

• How we did it
  – Collaboration between Nursing leadership, NRC Health, & Patient Experience
Program is Working Well!

• Consistent daily calling to ensure that we respond quickly
• Maintaining call volume sizes
• Great to connect show we care, follow-up on our word
• Answering patient questions and requests timely
• Helping to build relationships with patients, shows we are here for them
• Patients engaged in wanting to talk about care
NRC Transitions Program | Discharge Update

Timeline of discharge calls onboarding:

November 2021
- MST2 POM
- MST4 POM

February 2022
- 7E
- 4E
- 7W
- 5E

March/April 2022
- 8W
- 8E
- Birth Center POM
- 6E

May/June 2022
- 9E
- 5W ICU
- 4SW ICU
- 4NW ICU
- 6W
- All remaining inpatient units: ICU POM
Medication Nursing Guides & Patient Education

In an effort to promote medication safety, the Pharmacy has created 2 new easy to use Medication Reference Guides to assist the nurse responsible for providing patient education.

For you

The Medication Nursing Guide offers an ‘at-a-glance’ reference on common medications administered in the department.

This tool organizes medications by:
- Drug Class
- Examples
- Indication
- Common Side Effects
- RN Monitoring Requirements

Department specific Medication Guides have been created for:
- MedSurg/Telemetry
- Critical Care
- Labor & Delivery
- Maternal Child (Postpartum)

These guides are intended to be placed on the WOWS for easy access when administering medications and will be laminated to allow for disinfection between patients.

For the patient

Reviewing this form with the patient at each med pass provides an opportunity to evaluate the patient’s understanding of their medications’ purpose and side effects using ‘Teach-Back’ methodology. For example, “Mr. Smith can you tell me what your Percocet is for and list a possible side effect it might have on you?” Leave the form at the patient’s bedside for easy access/reference.

The medications included on this patient education sheet:
- OPIOID PAIN MEDICATIONS
- DIURETICS
- ANTI-NAUSEA MEDICATIONS
- ANTI-INFLAMMATORIES
- STOMACH MEDICATIONS
- ANTIACID MEDICATIONS
- CHOLESTEROL MEDICATIONS
- ANTIHYPERTENSIVE MEDICATIONS
- ANTIARRHYTHMIC MEDICATIONS
- BLOOD PRESSURE MEDICATIONS
- ANTICOAGULANTS

This form is single patient use and should be started on admission. Check with your leadership team to find out where the forms will be stored on your unit. Note: this form is also available in Spanish.

Additional copies of all forms can be ordered via Hospital Forms or found on the Intranet on the Pharmacy Dept. Page.

Remember: Always ask the patient to tell you their name and DOB prior to administering any meds. Let them know this is one way we promote patient safety at Palomar Health.
Quiet Time Pack Update
Update to the Pilot for Quiet Packs

Pilot updated to include 9E, 7E, 4E, & ED

Packs include:
• Black nylon eye mask
• Lip balm
• Ear plugs

Patient Survey
Please complete this survey regarding your experience today using the Quiet Pack you were provided.

Did you find the items inside the quiet pack helpful for a better nights rest (select all that apply)
- Help to decrease any night time disturbances
- Help to relax you
- Help soothe
- Show that this center cares about your sleep and well being
- None of the above

General feeling about today’s experience using any of the Quiet Pack items
- Contributed to a more positive experience
- I didn’t use any of the items
- Other __________________________________________

If you needed to stay in the hospital again, would you want a Quiet Pack provided to you?
- Yes
- No

Please share with us anything else about your experience using any of the items in the Quiet Pack
________________________________________________________
________________________________________________________
________________________________________________________
Update to the Pilot for Quiet Packs

Staff Survey

Please complete this survey regarding your patient's experience using Quiet Packs.

What was the reason for the patient’s visit?
__________________________________________________________

Did any items of the quiet pack help to (check all that apply)

- [ ] Relax or comfort your patient
- [ ] Appear to increase your patient’s experience/satisfaction
- [ ] Soothe
- [ ] Provide a restful night sleep
- [ ] None of the above

General feeling about this patient’s experience using Quiet Packs

- [ ] Contributed to a more positive experience
- [ ] Noticed no difference
- [ ] Uncertain

Other comments ____________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
__________________________________________________________
Emergency Department Pathmakers Pilot Update
Pathmakers Pilot Update

- Stephanie, Tricia, and Michael attended the Emergency Department Unit Based Practice Council Meeting March 16

- Working with Christi Perdomo, Pathmaker Program leadership, as well as Emergency Department leadership to restart the program

- Placed on pause November 2021 due to the COVID-19 surge, revamping in May 2022

- Updates to follow during future Patient Experience Focus Group meetings
Roundtable | Next Steps

• Roundtable discussion

• Next meeting is July 21, 2022 at 4:00pm
TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, August 3, 2022

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Chief Operations Officer

BACKGROUND: Foundation Update is provided for review

BUDGET IMPACT: None

STAFF RECOMMENDATION:

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
PALOMAR HEALTH FOUNDATION

Palomar Health Community Relations
July Update
Summer SPLASH 22!

Float into Summer with the Palomar Health Foundation!
We have you covered ALL Summer long

July - “Float into Summer” Root Beer Float style
August - “Be the adventure” join us for S’mores
September - “Raise the Bar” Ice Cream

Catch the Wave of Giving and join the 500 Club!

Make a bi-weekly pledge of $22 for the year to ENJOY:

- **Loyalty Card - GO to the "Front of the Line"** for ALL Foundation events, 1 raffle entry ticket for ALL opportunity drawings during your pledge year! Plus, access to quarterly employee lunches
- **Summer Beach Mat** (Sand & Water Resistant!)
- **Opportunity drawings for Cool Summer Prizes:**
  - Beach Cruiser, Outdoor Fire Pit, Stand Up Paddle Board & More!

Need help signing up?! Want to know more?!
contact, Kim Naiton at
kimberly.naiton@palomarhealth.org
760.739.2961
Catch the wave of giving for a chance to win these cool summer prizes!...
JOIN IN THE FOUNDATION FUN ALL SUMMER LONG!

July: “Float into summer”
August: “Be the adventure”
September: “Raise the bar”
Thank You!
TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, August 3, 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:
InnoVision designed, edited and trafficked a new awards spot for TV use.

Awards Highlighted:

- World's Best Hospital by Newsweek
- Best Maternity Hospital by Newsweek
- 100 Best Joint Replacement by Healthgrades
- Excellence Award in Surgery by Healthgrades
New Urgent Care Location
Digital Advertisement

InnoVision wrote and designed multiple digital advertisements to promote the new Urgent Care location at the Escondido Campus.
HR Recruitment Campaign

- Multi-channel campaign
  - Print ads
  - Radio spots
  - OTT
  - Digital advertising
    - PTA: San Diego, Los Angeles and San Francisco
  - Social media
HR Recruitment Campaign
Digital Advertisement

“I would not be where I am today without Palomar Health.”
- Palomar Nurse

Start your career and grow with Palomar Health

We’re inviting you to join the best team in Healthcare

PALOMAR HEALTH
Reimagining Healthcare

PALOMAR HEALTH
Reimagining Healthcare

PALOMAR HEALTH
Reimagining Healthcare
Join Our Team

Because the Future of Healthcare is You

Become Part of Our World-Class Team and Start a Rewarding New Role.

At Palomar Health, we empower you to become a leader in healthcare by providing you with the proper tools to grow within your career. We set you up for success through mentorship and access to innovative technologies. Our competitive pay and extensive list of employee benefits are designed with you in mind. We invite you to join our extraordinary team and share our vision of reimagining healthcare.

InnoVision facilitated the design of a print ad highlighting the world-class team at Palomar Health offering extraordinary growth opportunities. This ad was and will continue to be featured in the Union Tribune.
HR Recruitment
Social Media Advertisement

Headline:
Start your career with Palomar Health

Body Copy:
We are hiring! At Palomar Health, your opportunities are endless. Apply today and be a part of an organization that provides you with the tools you need to grow and succeed in your career in healthcare.

Call to Action:
Choose Palomar
PalomarHealth.org/ApplyNow
HR Recruitment Digital Report: San Diego

- Over 370k impressions served
- 2,950 clicks to the landing page
- Over 25k Streaming TV ads
- Social Media is receiving over a 5.7% CTR
HR Recruitment

Digital Report: Los Angeles

- Almost 390k impressions served
- 1547 clicks to the landing page
- Over 34k Streaming TV ads
- 2% CTR on Social Media
- 1.97% CTR on AdWords
HR Recruitment
Digital Report: San Francisco

- Over 383k impressions served
- 1,091 clicks to the landing page
- 30k Streaming TV ads
- 1.41% CTR on Social Media
- 1.46% CTR on AdWords
- Highest share of ads/impressions in SF

Top Search Results

Palomar Health AdWords has the highest share of ads in the market (beating out Kaiser among others!)
At Palomar Health, We've Expanded Our Services to Provide You with Customized Weight Management Programs and Bariatric Surgeries.

Our patients are guided along their individualized care path by a world-class team of medical experts committed to improving the quality of their lives. Through one-on-one meetings with a dietitian nutritionist, a virtual health navigation system, and access to an exercise physiologist and support groups, we will be with you every step of the way.

Bariatrics & Weight Management

- Multi-channel campaign
  - Print Ads
  - Radio Spot

InnoVision wrote and designed a print ad highlighting the extraordinary care received throughout the weight-loss journey. This ad has been and will continue to be featured in the Union Tribune.
Upcoming Campaigns & Palomar Health Events

- Open Enrollment Campaign
  - High-frequency in August, September and October
  - Continues throughout Open Enrollment

- Health Rocks!! Festival
  - October 8th and 9th