BOARD COMMUNITY RELATIONS COMMITTEE MEETING AGENDA

Wednesday, October 5, 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Form A</th>
<th>Target</th>
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</thead>
<tbody>
<tr>
<td>CALL TO ORDER</td>
<td>3:30</td>
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</tr>
<tr>
<td>1. Establishment of Quorum</td>
<td>1</td>
<td>3:31</td>
</tr>
<tr>
<td>2. Public Comments¹</td>
<td>30</td>
<td>4:01</td>
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<tr>
<td>3. Action Item(s)</td>
<td>4:06</td>
<td></td>
</tr>
<tr>
<td>a. *Minutes: Board Community Relations Committee Meeting – August 3, 2022 (ADD A- Pp6-Pp10)</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>4. Standing Items</td>
<td>4:21</td>
<td></td>
</tr>
<tr>
<td>a. Community Engagement – First 5 Grant’s Annual Report - First Steps and Healthy Development (ADD B-Pp12- Pp26)</td>
<td>15</td>
<td>2</td>
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<tr>
<td>b. Community Outreach Update (ADD C-Pp28-Pp31)</td>
<td>10</td>
<td>3</td>
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<tr>
<td>b. Patient Experience Focus Group Update Deferred</td>
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<td>c. Foundation Update Deferred</td>
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<tr>
<td>d. Marketing Update (ADD D-Pp33-Pp48)</td>
<td>10</td>
<td>4</td>
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<tr>
<td>FINAL ADJOURNMENT</td>
<td>1</td>
<td>4:42</td>
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Board Community Relations Committee Members:

<table>
<thead>
<tr>
<th>VOTING MEMBERSHIP</th>
<th>NON-VOTING MEMBERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terry Corrales, Director – Chairperson, Board Member</td>
<td>Sheila Brown, RN, MBA, FACHE, Executive – Strategic Priorities</td>
</tr>
<tr>
<td>Laurie Edwards-Tate, Board Member</td>
<td>Virginia Barragan, FACHE, PT, DPT, MOMT, Vice President Continuum Care</td>
</tr>
<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 and Chief Executive Officer</td>
<td>Kristin Gaspar, President and CEO Palomar Health Foundation</td>
</tr>
<tr>
<td>Pauline Gourdie, Palomar Health Foundation Board Member</td>
<td>Marketing Representative</td>
</tr>
<tr>
<td>Linda Greer, Board Member 1st Alternative</td>
<td>RN Representative</td>
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<tr>
<td></td>
<td>Tricia Kassab, EdD., RN, FACHE, Vice President Quality and Patient Satisfaction</td>
</tr>
</tbody>
</table>
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

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

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.
Minutes
Palomar Health Board of Directors
Community Relations Committee
Wednesday, October 5, 2022

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 5, 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, August 3, 2022 are respectfully submitted for approval

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the August 3, 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, October 5, 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:
Community Outreach Update
Palomar Health Board of Directors
Community Relations Committee
Wednesday, October 5, 2022

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 5, 2022

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Chief Operations Officer

BACKGROUND: Community Outreach Update is the review of Palomar Health Community Clinical Outreach Program

BUDGET IMPACT: None

STAFF RECOMMENDATION:

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:
Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:
Individual Action:
Information:
Required Time:
ADDENDUM A
# BOARD COMMUNITY RELATIONS COMMITTEE ATTENDANCE ROSTER

**MEETING DATES**

<table>
<thead>
<tr>
<th></th>
<th>2/2/22</th>
<th>4/6/22</th>
<th>6/1/22</th>
<th>8/3/22</th>
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<tr>
<td><strong>MEMBERS</strong></td>
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<tr>
<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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<td><strong>STAFF ATTENDEES</strong></td>
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<tr>
<td>Sheila Brown, Chief Operations Officer</td>
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<tr>
<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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<tr>
<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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<tr>
<td>Ric Militi, CEO, InnoVision Marketing Group</td>
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<td>Jordan O’Keefe, InnoVision Marketing Group</td>
<td>X</td>
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<td>Brad Krietzberg, Director Organizational Learning and Development</td>
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<tr>
<td>Tina Bassett, Committee Assistant</td>
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<td><strong>INVITED GUESTS (see meeting minutes)</strong></td>
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**X** - Present  **E** - Excused
# Board of Directors Community Relations Committee Meeting Minutes – Wednesday, August 3, 2022

<table>
<thead>
<tr>
<th><strong>AGENDA ITEM</strong></th>
<th><strong>CONCLUSION/ACTION</strong></th>
<th><strong>FOLLOW UP / RESPONSIBLE</strong></th>
<th><strong>FINAL?</strong></th>
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<tbody>
<tr>
<td><strong>DISCUSSION</strong></td>
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<td><strong>CALL TO ORDER</strong></td>
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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 3:30 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, July 29, 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, June 1, 2022*
<table>
<thead>
<tr>
<th>AGENDA ITEM</th>
<th>CONCLUSION/ACTION</th>
<th>FOLLOW UP / RESPONSIBLE</th>
<th>FINAL?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DISCUSSION</strong></td>
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<tr>
<td>• No discussion</td>
<td>MOTION: By Director Edwards-Tate; 2nd by Director Pacheco, and carried to recommend approval of the minutes of Wednesday, June 1, 2022 Board Community Resources Committee as presented Corrales – Aye Edwards-Tate – Aye Pacheco – Aye Hansen – Aye</td>
<td>NA</td>
<td>Y</td>
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<tr>
<td>5. STANDING ITEMS</td>
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<tr>
<td>a. Community Initiative</td>
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| Utilizing the attached documents, Director Forensic Health Services and Trauma Recovery Victim Oriented Center Michelle Shores provided the Forensic Health Services update:  
  • Palomar Health Forensic Health Services is an outpatient full service victim department providing no cost services to adults and children of assault and abuse since 1984  
  • Works directly with law enforcement, the district attorney office of San Diego and offers a nationally accredited child advocacy center  
  • Palomar Health provides services for all of North County including military families  
  • One Safe Place opened to the public in 2022 under the San Diego County District Attorney Office with clinical services by Palomar Health  
  • One Safe Place provides full spectrum of services to victims adding human trafficking, trauma recovery, food and nutrition, clothing provision, safe housing, cash awards based on need, individual and group counseling, therapy and crisis intervention and more  
  • Total cases growth has increased from 241 in 2014 to over 1600 cases in 2021 | | |
| Director Corrales expressed her pride of being a part of Palomar Health as well as this outstanding work of bringing One Safe Place from a vision to reality. She voiced her support for the tremendous difference these services will provide to the community and all of North County and applauded CEO Hansen, COO Brown and Vice President Continuum Care Barragan for their efforts | | |
| Director Pacheco thanked all involved for supporting this phenomenal program | | |
| b. Patient Experience Focus Group Update | | | |
## Agenda Item 1: Discussion

Utilizing the attached document, Vice President Quality and Patient Satisfaction Tricia Kassab provided the Patient Experience Focus Group, (PEFG), May 19, 2022 Meeting update:

- Guest speaker Shontaya Carrico provided an informative presentation on Fall Prevention providing the group education on the various methods of identification of patients at risk
- Fall champions are reinstated on the units to provide patient and family education
- Discharge phone call within 24-48 hours of discharge are now occurring at both hospitals and are well received by patients and families and promises to make a positive impact on patient satisfaction scores
- Data supporting the prevention of readmission will be shared when available
- Quiet pack pilot has expanded to additional units, including the emergency room
- The addition of turning the lights low and quiet conversations have shown to reduce anxiety
- Pathmaker program returns to the emergency room with hourly patient rounding and providing direct communication
- Next meeting will revisit the PEFG Charter and rotation of chairman and members

Director Corrales commented on the importance of education of the group and providing answers to questions during rounding. Director Corrales requested an invitation to the August meeting if possible.

### Discussion

**Utilizing the attached document, Foundation Director of Employee Giving Kim Nailon provided the Foundation update:**

- Summer Splash 2022 kicked off in July providing staff with sweets to providing a variety of ways to promote employee giving noting donations can be earmarked for specific department or effort important to them
- Movie Night featuring Encanto was held outside at the Palomar Health Escondido campus with over 200 employees and family members in attendance promoting Catch the Wave of Giving
- Marketing team InnoVision partnered by creating banner ads
- Blood drives will resume at all campus for employees on an eight week rotation basis

Director Corrales offered appreciation for the much needed work the Foundation provides and numerous ways in which the funds raised assist and support projects and efforts.

### c. Foundation Update

**Utilizing the attached document, InnoVision Account Executive Jordan O’Keefe provided the Marketing update:**

- Newly designed award commercial, edited and trafficked a new awards spot for television highlighting awards: World’s Best Hospital, Best Maternity Hospital
### Agenda Item: Discussion

- **(Newsweek), 100 Best Joint Replacement and Excellent Award in Surgery, (Healthgrades)**
  - This advertisement strategy will be used throughout San Diego County and South Riverside County to bring awareness and celebrate the hard work and dedication required to achieve.
  - Digital advertisement of New Urgent Care Location shown.
  - Human Resources campaign underway with multi-channel advertisement over print, radio, digital and social media to promote recruitment of critical needs for nurses and physicians slated to attract quality candidates from San Diego to San Francisco.
  - Digital ad placements receiving over 370K impressions and over 2,900 clicks indicating those viewing the ads click through for more information.
  - Ads are receiving over 25K streaming Television ads with over 5.7% click through rate which is phenomenal when .07% is considered an industry success.
  - Palomar Health Group ads will continue August through October.
  - InnoVision in planning with the Foundation in promotion of the upcoming Health Rocks Festival.

Director Corrales commented on the impressive work provided by InnoVision and pleased to see more diversity in the overall campaigns.

### Final Adjournment

Director Corrales adjourned the meeting at 4:33 p.m.

### Signatures:

- **Committee Chair:**
  - Terry Corrales, RN

- **Committee Secretary:**
  - Tina Bassett
ADDENDUM B
First 5 First Steps (First Steps)
Shirin Strauss, M.A., ICCE, IBCLC

Virginia Barragan, FACHE, PT, MOMT, DPT
Stephanie Baker, MBA, RN, CEN
North Region First Steps

Annual Funding
(Since 2013)
$1,471,198 (17 FTE)

First 5 San Diego
Tobacco Tax Initiative

CalWORKs/CalLEARN
State of California

185
Families Served Annually
(Enrolled for 3 ½ Years on Average)

1,963
Home Visits

100%
First Steps Families Would Recommend
First Steps to Family or Friends

All children receive nurturing care
from their family that leads to a healthy,
long, and successful life.
North Region First Steps

Families We Serve
Low Income, Teens
Immigrant and Refugee, and Military

<table>
<thead>
<tr>
<th>AGE AT INTAKE</th>
<th>New Family Enrollment n=62</th>
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<tbody>
<tr>
<td>Average Age</td>
<td>26.6 Yrs Old</td>
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<tr>
<td>Age Range</td>
<td>13 - 42 Yrs Old</td>
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<tr>
<td>13 – 17 Years of age</td>
<td>7</td>
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<tr>
<td>18 – 21 Years of age</td>
<td>12</td>
</tr>
<tr>
<td>22 – 25 Years of age</td>
<td>9</td>
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<tr>
<td>26 – 34 Years of age</td>
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<tr>
<td>35 – 44 Years of age</td>
<td>6</td>
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<td>45+ Years of Age</td>
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<tr>
<td>First Time Parent</td>
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<th>EDUCATION LEVEL</th>
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<tr>
<td>Did Not Complete High School</td>
<td>20</td>
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<tr>
<td>Currently in High School</td>
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<tr>
<td>Completed High School or GED</td>
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<td>Some College</td>
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<td>Associate’s/Vocational Degree</td>
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<tr>
<td>Bachelor’s Degree</td>
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<td>Some Graduate School (Added FY 21-22)</td>
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<tr>
<td>Master’s Degree or Higher</td>
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</table>
What Services Does First Steps Provide?

• Parent education, mental health support, trauma-informed care, and linkages to resources for families with children from prenatal to age 3
  – Screening and Assessment
  – Home Visiting Services
  – Mental Health Services (1:1, Group Therapy)
  – Enhanced Lactation Services
  – Parent and Family Workshops and Special Events

• Our goal is to strengthen parent-child interaction and family relationships, decrease child abuse and neglect, and build family self-sufficiency

• All services are NO COST to families

All services provided In-person and Virtually, and in English and Spanish.
Community Partnerships: A Systems Approach to Family Support

- Who Does First Steps Partner With In The Community?
  - Community Clinics
  - OB/GYNs and Pediatricians
  - County of San Diego, HHSA
    - Perinatal Care Network/2-1-1
    - Public Health Nursing
    - Office of Homeless Solutions
  - Mental Health Providers
  - School Districts
  - Child Welfare Services
  - North Region Family Justice Center One Safe Place
  - WIC (Women, Infants & Children’s Food and Nutrition Program)
  - And many more

- Where Do First Steps Families Come From?
  - 2-1-1 Perinatal Care Network 34%
  - Self Referrals 6%
  - Community and County Partners and Healthcare Providers 60%
Community Partnerships

- North County Home Visiting Collaborative
  Over 50 partnering agencies
  Since 2014, Palomar Health First Steps created and facilitates the Home Visiting Collaborative in Partnership with the San Diego County North Inland and North Coastal Public Health Nurses

Recent Community Service Activity:
Made 300 Sack Lunches For Distribution At Interfaith

- Community and Conference Presentations
- Setting Standards Countywide
  - AAP implements North Region Policies Throughout the Network
What Parents are Saying

First Steps Makes a Difference

“As a teen parent, this program has helped me a lot with everything. I feel more sure of myself now as a parent. I love First Steps!”

“We’re doing so much better. Now I know what to do to help my baby grow! Thank you First Steps!”

“My Family Support Specialist helped me find a doctor, and my relationship is better with my boyfriend and my baby. I also learned how to calm down when I get stressed. I’m so much more focused on my family and less stressed now.”

I see Improvements In:

- Understanding and Being Able To Help My Children
- Age Appropriate Child Development
- Healthier Relationships
- Less Trips to the ER
- More Self-Care and Understanding the Value
- Paying my Bills
- Eating Better and More Regularly
- Emotions Under Control
- We’re All Feeling and Doing So Much Better
- Accessing Resources
- Hope for the Future
Contact Information

Shirin Strauss, M.A., ICCE, IBCLC
Program Director
North Region First 5 First Steps
Phone: 760-739-3990
Email: shirin.strauss@palomarhealth.org
Healthy Development Services (HDS)
Cindy Linder, RN, BSN

Virginia Barragan, FACHE, PT, MOMT, DPT
Stephanie Baker, MBA, RN, CEN
Healthy Development Services (HDS)

Annual Funding
$1,526,499 (15.5 FTE)

962 Children Served
7,291 Treatment Sessions

100% HDS Families Would Recommend HDS to Family or Friends

We are so grateful to have HDS services to guide us through our toughest times, we have all learned so much!
What Services Does HDS Provide?

- A network of services for children from birth to age 5 with mild to moderate developmental and behavioral concerns.
Impact of the Pandemic – Our First Look at the Data (2021-22)

• 16% increase in the number of unduplicated children seen at HDS from the previous year ☺

• 32% increase in the number of children showing a “concern” on their developmental screening ☹
  – In the areas of Communication, Fine Motor and Problem Solving

• Children are presenting with significant delays in the moderate range (34% to 66% of chronological age) ☹
  – Consider a 3yr old with the abilities of an 18 month old
Here is What’s Next

• Outreach to our Primary Care Physicians and Community Clinics
  – We want to see these kiddos earlier!
• Obtain Mental Health Screening on Parents/Caregivers
  – Parent mental health plays a HUGE role in the development of young children
• Provide Trauma-informed and Equitable services
  – Understanding past and present experiences of our families
• Continuing Close Collaborations with Community Partners
  – To ensure a warm hand-off for children and families needing additional support
• Seek Additional Funding
  – Our wait times are increasing (up to 12 weeks for first appointment)
• Support Staff in this Complex World
  – Through Reflective Supervision, Mindfulness Practices, and Learning Opportunities
thank you for your support!
Contact Information

Cindy Linder, RN, BSN
Regional Coordinator HDS North Inland
Phone: 760-807-0113
Email: cynthia.linder@palomarhealth.org
ADDENDUM C
Community Outreach Update - FY23

Kelly Reader-Dover, RN, BSN, MA, PHN, CCRP
Supervisor, Community Outreach
Community Outreach Program Overview

• Partners with local organizations to meet the public health needs identified in the Hospital Association of San Diego and Imperial Counties Community Health Needs Assessment (CHNA).
• Participates with organizations to meet the health education needs in our community
• Provides ongoing support for health awareness and education as well as prevention activities (vaccinations).
Activities in Support of the Community

• COVID19 vaccinations FY22
  – Over 500 homebound community vaccines
  – Over 1195 employee vaccines

• Flu vaccinations FY22
  – Over 1500 community vaccines
  – Over 2671 employee vaccines

• Upcoming outreach for FY23
  – 35 planned Fall Flu & COVID19 vaccination clinics
  – 20 planned events for Health Education & Screenings
    • Blood pressure checks
    • Cancer Screening Education
    • Additional Topics vary based on time of year & audience
Community Outreach Partners

- **American Heart Association** – Heart Health, Go Red for Heart Health, Hypertension, Stroke Education, etc.
- **American Lung Association** – Lung Force Walks, Lung Cancer Month, COPD Month, Asthma Month
- **American Cancer Society** – Various Cancer Sites (Breast, Prostate, Colon, etc.) Education and Awareness
- **American Red Cross** – Local Blood Bank, Health Education
- **American Diabetes Association** – Local Chapter: Body Composition, Cholesterol Screening, Glucose Screening
- **Regional Taskforce on the Homeless** - Local Branch, Health Education
- **The Foundry Escondido** – Healthy Eating, Health Education
ADDENDUM D
Marketing Update

Presented by:
InnoVision Marketing Group
Open Enrollment Campaign

*I Want My PHMG*

Multi-Channel Marketing Campaign

- Print
- Broadcast Radio/TV
- Digital
- OOH
- OTT
Phase One:
Teaser Campaign — August 2022

- Strategy: Generate “buzz” over what PHMG is and why everyone is demanding they have it
- Throughout August 2022, Southern CA residents, an ethically diverse group of fun, approachable individuals claiming “I want my PHMG”
- Each advertisement redirected viewers to www.IWantMyPHMG.com
- We received over 1,000 email addresses of SoCal residents curious about PHMG!
Print Advertisements

• “I Want My PHMG” ads were published with high-frequency throughout multiple publications:
  • Union Tribune
  • SDBJ
  • The Paper
  • SD Magazine
  • Valley Roadrunner
  • The Chieftain
  • Escondido-Times Advocate
Broadcast Television

San Diego Market

Riverside Market
Out-Of-Home (OOH)

I Want My PHMG ads were found on...

- Billboards
- City Buses (Exterior & Interior)
- San Diego Trolley
- The Coaster (Exterior & Interior)
- Digital Transit Shelters
- Skywriting (Labor Day Weekend)
Phase Two: Reveal Campaign September 2022

• Strategy: Now that the buzz was generated, the goal was to reveal what PHMG is and communicate why employees are demanding their HR offers insurance that covers it!

• Advertising mediums: Print, digital and broadcast TV/radio

• On Sept. 6th, at 12:01am, www.IWantMyPHMG.com transformed into a landing page that introduces Palomar Health Medical Group
• Each reveal campaign character connected the teaser campaign to Palomar Health’s overarching Reimagining Healthcare campaign

• I Want My PHMG Because...
  • They are taking the fear out of healthcare
  • They treat me like family
  • They have 300 world-class doctors
  • They are reimagining healthcare
Reveal Landing Page

- Introduces how Arch Health and Graybill Medical Group have combined to become one extraordinary healthcare system: Palomar Health Medical Group

- Users can “click to call” or submit a form that will directly send new patient inquiries to MedConnect

- Within the first week of the big reveal, PHMG received over 20 new patient inquiries!
Broadcast Television

The PHMG Reveal Campaign Includes 3 Rotating Commercial Spots:

- “The Right Choice”
- “Demand PHMG”
- “Everyone Wants Their PHMG”
“The Right Choice”

Demonstrates the importance of choosing the right primary care physician

Identifies that most HMO/PPO insurance plans are accepted

Directs Viewers to: www.IWantMyPHMG.com
“Demand PHMG”

Set in a Human Resources office, announcing open enrollment season

Encourages viewers to make sure their insurance covers PHMG

Identifies why everyone is demanding PHMG
“Everyone Wants Their PHMG”

We see the same HR representative who assumes another employee is about to demand PHMG

Identifies more reasons why everyone is demanding PHMG

Ties the entire campaign together by showing all characters in line for their open enrollment meeting with HR
• InnoVision negotiated a Palomar Health Employee Appreciation event at SeaWorld for Palomar Health team members and their families

• The positive response was so high that the single day event was extended to 3 days at a discounted rate!
Wow! I really appreciate. My son will be happy as he wants to ride the new roller coaster!! Thanks so much!

I am soo excited.

This token of appreciation is much appreciated!
Thank you!

Thank you so much for this tickets.
My daughter will be so happy...

Thank you, Thank you.

My family and I appreciate the gesture to help us create memories with our family and loved ones.

I would love to go with my kids.

Thank you for this generous gift of appreciation!

Thank you so much! Love,

I am soo excited.

Hello, I really appreciate the invite to enjoy a free day at Sea World.

I have 2 kids that would appreciate if they are able to go to Sea World.

Can you please share with the Executive Team that our time at Sea World was THE BEST Grandma and Grandpa day ever!

Hello, I really appreciate the invite to enjoy a free day at Sea World.

Thank you so much! One of the best gifts given to us employees I believe in my 30 years here.

It was so fun to see our Palomar family outside of work and wanted to share and say thank you so much with all my heart!

Thanks a lot! I really appreciate this effort as an employee in this wonderful place we work for it.

Thank you so much! Blessings

Thank you so much!
What We’re Looking Forward To!

• Health Rocks Festival  | Oct. 8th and 9th
  • **Headliners:** Smash Mouth & The Sully Band
  • **Experiences:**
    • American Ninja Warrior course
    • Inflatable soccer arena with SD Strike Force
    • Slapshot with SD Gulls
    • Beer, wine & cocktail garden
    • Health & wellness classes
    • Games, giveaways & contests!