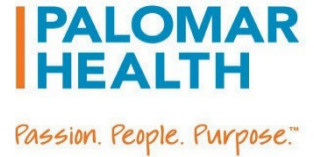


**POSTED
FRIDAY
June 1, 2023**

BOARD COMMUNITY RELATIONS COMMITTEE

Agenda

**Wednesday, June 7, 2023
3:30 p.m.**



PLEASE SEE PAGE 2 FOR MEETING LOCATON

PLEASE TURN OFF CELL HONES OR SET THEM TO SILENT MODE UPON ENTEREING THE MEETING ROOM

| | | <u>Time</u> | <u>Form</u> <u>A</u> | <u>Target</u> |
|--|--|---|-------------------------|---------------|
| CALL TO ORDER | | | | 3:30 |
| 1. | Establishment of Quorum | 1 | | 3:31 |
| 2. | Public Comments¹ | 30 | | 4:01 |
| 3. | Action Item(s) | | | |
| a. | *Minutes: Board Community Relations Committee Meeting – April 5, 2023 (ADD A- Pp7-Pp10)..... | 5 | 1 | 4:06 |
| 4. | Standing Items(s) | | | |
| a. | Community Engagement Update – Care Transitions / Home Care (ADD B –Pp12- Pp15)..... | 10 | 2 | 4:16 |
| b. | Patient Experience Focus Group Update (ADD C –Pp17-Pp20)..... | -- | | -- |
| c. | Foundation Update (ADD D –Pp22-Pp25)..... | -- | | 4:16 |
| d. | Marketing Update (ADD E –Pp27- Pp40)..... | -- | | -- |
| FINAL ADJOURNMENT | | 1 | | 4:17 |
| Board Community Relations Committee Members: | | | | |
| <u>VOTING</u> MEMBERSHIP | | <u>NON-VOTING</u> MEMBERSHIP | | |
| Terry Corrales, – Chairperson, Board Member | | Sheila Brown, RN, MBA, FACHE, Executive – Strategic Priorities | | |
| Laurie Edwards-Tate, Board Member | | Virginia Barragan, FACHE, PT, DPT, MOMT, Vice President ContinuumCare | | |
| Michael Pacheco, Board Member | | Kristin Gaspar, Vice President Philanthropy Palomar Health Foundation | | |
| Diane Hansen, CPA, President / Chief Executive Officer | | Marketing Representative | | |
| Jorge Monraz, Palomar Health Foundation Board Member | | RN Representative | | |
| Linda Greer, Board Member 1 st Alternative | | Valerie Martinez, RN, BSN, MHA, CIC, CPHQ, CPPS, Senior Director Quality/Patient Safety/Infection Control, Stroke Program | | |

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.

Board Community Relations Committee Location Options

- The Linda Greer Conference Room, 2125 Citracado Parkway, Suite 300, Escondido, CA 92029
 - Committee members who are elected members of the Board of Directors will attend at this location, unless otherwise noticed below
 - Elected members of the Board of Directors who are not members of the Committee and wish only to observe, non-Board member attendees, and members of the public may also attend at this location
- <https://meet.goto.com/348870573> or Dial in using your phone at 312.757.3119; Access Code: 348870573#¹
 - Elected members of the Board of Directors who are not members of the Committee and wish only to observe, non-Board member attendees and members of the public may attend the meeting virtually utilizing the above link
- 1522 Brighton Glen Road, San Marcos, CA 92078
 - Elected member of the Board Laurie Edwards-Tate will be attending the meeting virtually from this location

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



Board Community Relations Committee Meeting

Meeting will begin at 3:30 p.m.



Request for Public Comments

If you would like to make a public comment, please submit a request by doing the following:

- Enter your name and “Public Comment” in the chat function once the meeting opens

Those who submit a request will be called on during the Public Comments section and given 3 minutes to speak.

Public Comments Process

Pursuant to the Brown Act, the Board of Directors can only take action on items listed on the posted agenda. To ensure comments from the public can be made, there is a 30-minute public comments period at the beginning of the meeting. Each speaker who has requested to make a comment is granted three (3) minutes to speak. The public comment period is an opportunity to address the Board of Directors on agenda items or items of general interest within the subject matter jurisdiction of Palomar Health.



**Minutes
Palomar Health Board of Directors
Community Relations Committee
Wednesday, June 7, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 7, 2023

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Executive Strategic Priorities

BACKGROUND: The minutes of the Board of Directors Community Relations Committee meeting held on Wednesday, April 5, 2023 are respectfully submitted for approval

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the April 5, 2023 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 7, 2023

FROM: Tina Bassett, Committee Assistant

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

Budget Impact: N/A

Staff Recommendation:

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:

**ient Experience Focus Group Update
Palomar Health Board of Directors
Community Relations Committee
June 7, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 7, 2023

FROM: Valerie Martinez, Senior Director
Quality/Patient Safety/Infection Control, Stroke Program

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:

**Foundation Update
Palomar Health Board of Directors
Community Relations Committee
Wednesday, June 7, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 7, 2023

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Executive Strategic Priorities

BACKGROUND: Foundation Update is provided for review

BUDGET IMPACT: None

**STAFF
RECOMMENDATION:**

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:

**Marketing Update
Palomar Health Board of Directors
Community Relations Committee
Wednesday, June 7, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, June 7, 2023

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Executive Strategic Priorities

BACKGROUND: Marketing Update is provided for review

BUDGET IMPACT: None

**STAFF
RECOMMENDATION:**

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:

ADDENDUM A

Meeting Minutes

BOARD COMMUNITY RELATIONS COMMITTEE CALENDAR YEAR 2023



[P = Present V = Virtual E = Excused A = Absent]

| ATTENDANCE ROSTER | | | | | | |
|--|--|--------|--------|--------|---------|----------|
| MEMBERS | MEETING DATES: | | | | | |
| | 2/1/23 | 4/5/23 | 6/7/23 | 8/2/23 | 10/4/23 | DEC-DARK |
| DIRECTOR TERRY CORRALES – CHAIR | P | P | | | | |
| DIRECTOR LAURIE EDWARDS-TATE | V | A | | | | |
| DIRECTOR MIKE PACHECO | P | P | | | | |
| DIANE HANSEN, PRESIDENT & CEO | P | V | | | | |
| FOUNDATION BOARD MEMBER PAULINE GOURDIE | A | A | | | | |
| <i>DIRECTOR LINDA GREER - ALTERNATE</i> | A | A | | | | |
| STAFF ATTENDEES | | | | | | |
| SHEILA BROWN, EXECUTIVE-STRATEGIC PRIORITIES | P | P | | | | |
| VIRGINIA BARRAGAN, VP OF CONTINUUM CARE | P | P | | | | |
| KRISTIN GASPAR, PRESIDENT AND CEO PALOMAR HEALTH FOUNDATION | V | E | | | | |
| TRICIA KASSAB, VP PATIENT SATISFACTION AND QUALITY | V | | | | | |
| KELLY READER-DOVER, RN NURSE REPRESENTATIVE | V | P | | | | |
| RIC MILITI, CEO INNOVISION MARKETING GROUP | V | E | | | | |
| JORDAN O’KEEFE, ACCOUNT EXECUTIVE INNOVISION MARKETING GROUP | V | E | | | | |
| TINA BASSETT, COMMITTEE ASSISTANT | V | P | | | | |
| INVITED GUESTS | SEE TEXT OF MINUTES FOR NAMES OF INVITED GUESTS | | | | | |

BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, APRIL 5, 2023

| <i>AGENDA ITEM</i> | <i>CONCLUSION/ACTION</i> | <i>FOLLOW UP/ RESPONSIBLE PARTY</i> | <i>FINAL?</i> |
|---|--------------------------|---|---------------|
| <i>DISCUSSION</i> | | | |
| 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 3:31 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, March 31,2023 which is consistent with legal requirements | | | |
| 1. ESTABLISHMENT OF QUORUM | | | |
| Quorum comprised of Chairperson Corrales, Director Pacheco, Palomar Health CEO Hansen | | | |
| 2. PUBLIC COMMENTS | | | |
| There were no public comments | | | |
| 3. WELCOME/INTRODUCTIONS: | | | |
| Chairperson Corrales initiated attendance roll call and welcome | | | |
| 4. *ACTION ITEMS | | | |
| a. *Minutes: Board of Directors Community Relations Committee Meeting – Wednesday, February 1, 2023 | | | |

BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, APRIL 5, 2023

| <i>AGENDA ITEM</i> | <i>CONCLUSION/ACTION</i> | <i>FOLLOW UP/ RESPONSIBLE PARTY</i> | <i>FINAL?</i> |
|---|---|---|---------------|
| <i>DISCUSSION</i> | | | |
| <ul style="list-style-type: none"> No discussion | <p>MOTION: By Director Pacheco 2nd by CEO Hansen, and carried to recommend approval of the minutes of Wednesday, February 1, 2023 Board Community Relations Committee as presented</p> <p>Chairperson Corrales – Aye Director Pacheco – Aye Palomar Health CEO Hansen – Aye</p> | NA | Y |

5. STANDING ITEMS

a. Community Initiative

Utilizing the attached documents, Palomar Health Volunteer Development and Spiritual Care Director Margaret Mertens and Pathmaker Internship Program Supervisor Trang Nguyen provided program updates:

Volunteer Development and Spiritual Care

- The volunteer pool is slowly rebuilding following the Covid pandemic to provide services to a large variety of assignments throughout Palomar Health
- The sewing, knitting, crocheting roles include in excess of 70 offsite needlework volunteer who provide handmade items for the Birth Center, Emergency Room, Laboratory, Lobby, Inpatients, Behavioral Health, Infusion, Perinatal and The Villas at Poway, the Retail Gift Shop and Palomar Paws
- Newest volunteer assignments include One Safe Place, supporting the Trauma Recovery Center, Camp Hope and Baby cuddling in the NICU
- There are 10 Palomar Paws teams providing K-9 comfort companionship throughout the district
- Spiritual Care volunteers provide on-call services daily from 8am to 10pm district wide
- Palomar Health is partnering with Hospice Groups to revise the Palomar Health Bereavement booklet and looking into establishing bereavement support groups in the future
- Profits from the Retail Gift Shop go back to the hospital via the Volunteer Foundation Fund which providing equipment and other valuable needs on request

Pathmaker Internship Program

- Pathmaker Program provides students the ability to explore healthcare careers by providing hands on patient care and leadership experiences over a 15 month commitment
- Students are provided basic patient care skills training and move to additional areas as Flu Clinics, Emergency Room Navigators, Skin Studies and the newly added The Villas at Poway, providing piano concerts
- Each rotation provides the student the ability to make informed continuing education decisions in specific areas of expertise
- There are currently 478 active interns covering 35 departments throughout the district providing over 190,661 hours of service since April, 2020 and 599

BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, APRIL 5, 2023

| <i>AGENDA ITEM</i> | <i>CONCLUSION/ACTION</i> | <i>FOLLOW UP/ RESPONSIBLE PARTY</i> | <i>FINAL?</i> |
|---|--------------------------|---|---------------|
| DISCUSSION | | | |
| <p>individuals returning to Palomar Health following completion of higher education for employment in a variety of nursing, technical rehabilitation related careers 14 of these serve in supervisory or managerial roles</p> <p>Chairperson Corrales and Director Pacheco provided high accolades for the exceptional work both these programs provide for the community, patients and staff for the tireless dedication and commitment participants provide. A celebration honoring Volunteers planned for April 20 on the Palomar Medical Center Escondido back campus in recognition of National Volunteer Month. All Board Members and staff are welcome to attend to show appreciation. Invitations are forthcoming</p> <p>Sheila Brown acknowledged the outstanding accomplishment of former Student Pathmakers returning to Palomar Health, many in management roles. The stories shared of Chaplaincy interaction speak volumes of the Palomar Health Family and should be considered in marketing efforts</p> | | | |
| b. Patient Experience Focus Group Update - deferred | | | |
| c. Foundation Update - deferred | | | |
| d. Marketing Update - deferred | | | |
| FINAL ADJOURNMENT | | | |
| Chairperson Corrales adjourned the meeting at 3:57 p.m. | | | |
| <p>SIGNATURES:</p> <p>COMMITTEE CHAIR _____ Terry Corrales, RN</p> <p>_____</p> <p>COMMITTEE SECRETARY _____ Tina Bassett</p> | | | |

ADDENDUM B

Community Outreach Update - FY23

Vernon Pertelle, MSc, MBA, RRT, LVN, CCM, FACHE
Director Private Home Care, Community Outreach

Overview of Community Outreach Program

- 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 support for health awareness and education as well as prevention activities (vaccinations).
- Approved by the County of San Diego for State Funded flu vaccine for use at external outreach events

Activities in Support of the Community

- Community Events Calendar Implemented on External Palomar Health Website
- Over 1500 flu vaccinations provided during the fall of FY23
- Plan to administer 1600 at Fall Flu vaccination clinics
- Events for Health Education & Screenings, partnered with Professional Community Organizations (ALA, AHA, ADA, etc.) to conduct education and screenings
- Certified by CDPH as Director of Staff Development (DSD) to conduct education classes for CNA programs

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 C

Patient Experience Focus Group(PEFG)

Valerie Martinez Sr. Dir Quality & Patient Safety
| May 2023



2023 Work Plan

- Membership
 - Diversity
 - Term limits; patient and/or family recent hospitalization
- Patient education input
 - Review patient education material
- Patient feedback themes and responses

Patient Feedback Themes and Responses

Theme – The perception that “no one cleaned my room while I was in the hospital.”

- **Proposed response** – When the housekeeping team cleans and the patient is asleep or out of the room for a procedure, they will leave a card on the table saying, “We’re sorry to have missed you – your room has been cleaned and sanitized by _____.”



ADDENDUM D

*May 2023
Community
Relations
Update*



SUMMER IS HOT ...
DO SOMETHING COOL!

PALOMAR HEALTH
Foundation

ON THE
BOARDWALK

JULY 15

ONE DAY ONLY 12PM-5PM ONE DAY ONLY

THE FOUNDATION IS REIMAGINING FUN WITH RIDES, SPLASH ZONE, 14 INTERACTIVE INFLATABLES, SWIMMING POOL, CARNIVAL GAMES, PETTING ZOO, HOT DOG EATING CONTESTS, MUSIC, DUNK TANK, TRADITIONAL BOARDWALK FOODS, MECHANICAL SHARK RIDING AND SO MUCH MORE!

**\$20 Adults
\$10 Kids (3+)**

MIDDLE SCHOOL MD



V O L N T E E R

All that's missing is U !

- PARTNERSHIP WITH ESCONDIDO UNION SCHOOL DISTRICT
- 1300 8TH GRADERS
- SEPTEMBER 11TH-15TH, 19TH, 20TH, 21ST, 25TH, 26TH, 27TH
- VOLUNTEER RECRUITMENT HAPPENING SOON!

W 11 INSPIRATIONAL FIELD TRIPS!



This year's Health Rocks Gala will feature
a private acoustic evening with

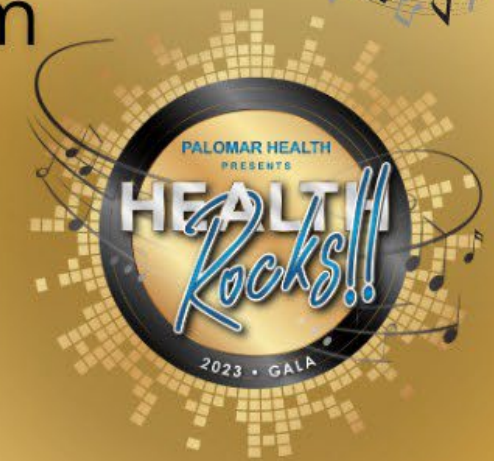
Jason Mraz

Saturday, October 14 | 6 - 11pm

The SOUND, Del Mar

SOLD OUT

Photo credit: Shervin Laine



ADDENDUM E

Marketing Update



**PALOMAR
HEALTH**®
Reimagining Healthcare™



Agenda

- An Exciting First Quarter
 - Highlighting True Champions
 - Celebrating the Accomplishments of our Board of Directors
 - Recruitment, Hiring Fair and Nurse Incentive Coverage
- Billboards Across North County
- Nurse Appreciation Night with the San Diego Loyal
- Sponsorship of Big Bay Boom

An Exciting First Quarter

InnoVision Marketing Group continues to partner with the media on Palomar Health's behalf to establish Palomar Health as a household name throughout the community.



Highlighting
True Champions



Celebrating the
Accomplishments of our
Board of Directors



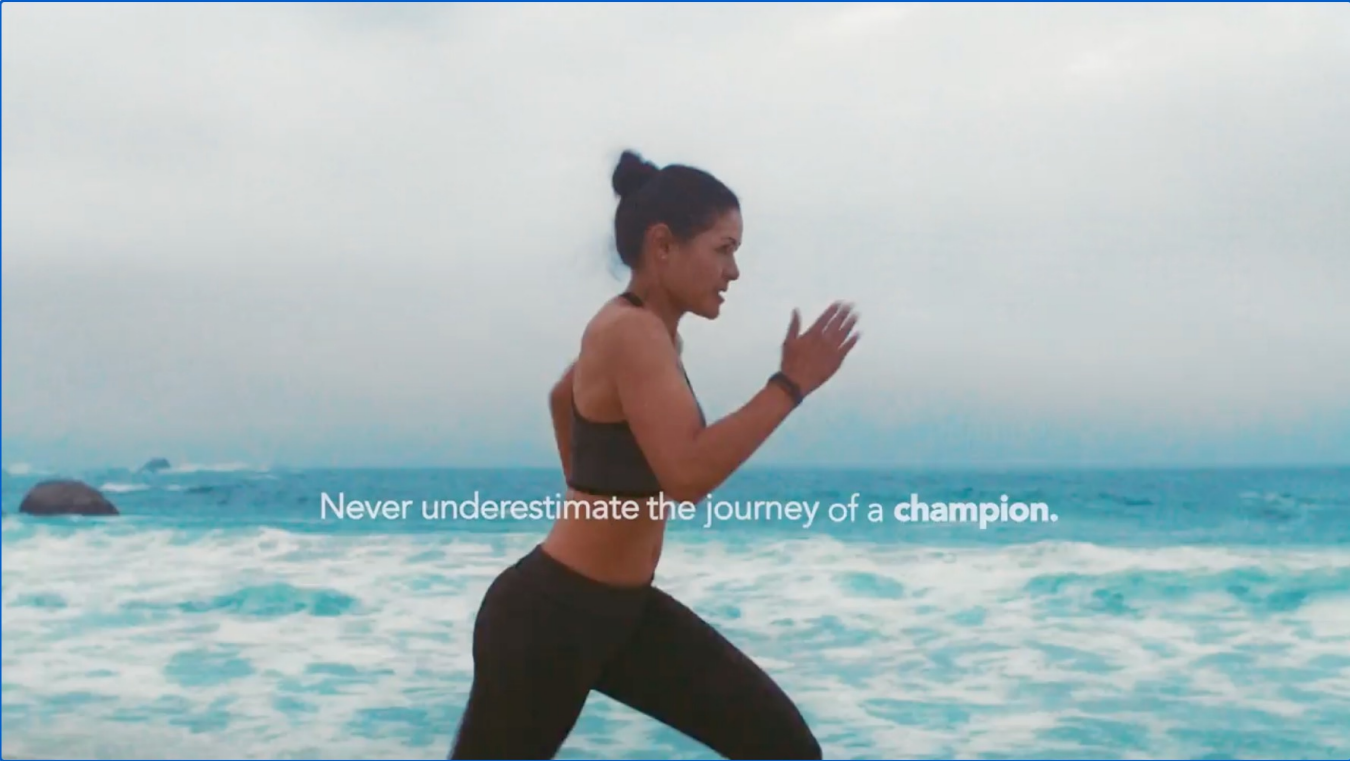
Recruitment, Hiring
Fair and Nurse
Incentive Coverage

PALOMAR HEALTH[®]

Reimagining Healthcare[™]

Palomar Health in the Media

Media Placements in Sports Programming to Align with the Champions Creative Strategy



Never underestimate the journey of a **champion**.

Media Moments to Remember:

- 2022 Superbowl Commercial
- NCAA March Madness Tournament
 - 4x :30 spots



CHAMPIONS AREN'T MADE OVERNIGHT

They're Created
Through Years of Practice,
Determination and *Dedication*.

At Palomar Health, our world-class doctors work tirelessly to ensure that you receive the best healthcare. From innovative technologies to an extraordinary patient experience to treating every patient like family, we're always here for you.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

**PALOMAR
HEALTH**[®]
Reimagining Healthcare™

PalomarHealth.org



TRUE CHAMPIONS DON'T COMPETE FOR TROPHIES...

THEY
**SAVE LIVES
TOGETHER**

At Palomar Health, we're one team working together for you. With world-class doctors that are experts in preventative medicine, oncology, orthopedics and so much more, we're dedicated to your health throughout all life's stages. Together, our team is improving patient outcomes through innovative technologies, taking the fear out of healthcare and always treating you like family.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

**PALOMAR
HEALTH**[®]
Reimagining Healthcare™

PalomarHealth.org

30

Palomar Health Features True Champions



**TRUE CHAMPIONS
DON'T NEED TONS OF
SCREAMING FANS**

**BECAUSE SOMETIMES
ONE IS LIFE-CHANGING.**

At Palomar Health, our world-class doctors are dedicated to providing extraordinary care through the smallest moments and the biggest moments in your life. From innovative technologies to taking the fear out of healthcare to treating every patient like family, we're always here for you.

Palomar Health - Champions of Healthcare.

CHAMPIONS FOR YOU.

**PALOMAR
HEALTH**[®]
Reimagining Healthcare™

PalomarHealth.org

Building upon the campaign that debuted during this year's Super Bowl, we extended the campaign into all mediums to highlight the true champions of healthcare on the team at Palomar Health.

Through this campaign, we continue to highlight all of the ways that healthcare champions at Palomar Health are champions for you, aka the community.

Championing the health of patients can take many shapes and forms, from bringing new life into the world to providing strength when it's needed most to taking the fear out of healthcare.

**PALOMAR
HEALTH**[®]
Reimagining Healthcare™

Print Media

Highlighted Service Lines

Oncology

**PALOMAR
HEALTH**[®]
Reimagining Healthcare[™]

**TRUE CHAMPIONS
FIND VICTORY IN DEFEAT**



**AND IT TAKES A CARING TEAM
TO SUPPORT THEM IN THEIR FIGHT.**

The Palomar Health Cancer Institute is leading the way in cutting-edge diagnostics and personalized therapies. We are constantly finding ways to improve patient outcomes by focusing our efforts on the future. Through innovative technology, including robotics, we are taking a less invasive approach to healthcare. Our world-class doctors are committed to providing extraordinary care and will be there for you throughout your entire cancer journey.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

Print Media

Highlighted Service Lines

Behavioral Health

**PALOMAR
HEALTH**[®]
Reimagining Healthcare[™]

TR
FIND

TRUE CHAMPIONS HELP PEOPLE FIND THEIR INNER STRENGTH



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innovative tech
to healthcare. C
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Because Everyone Deserves Someone in *Their Corner*

At Palomar Health, we are dedicated to providing extraordinary care to each and every one of our patients. We personalize each care journey to match our patient's individualized needs and help you take back control of your life. Reimagine your future with Palomar Health.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

Print Media

Highlighted Service Lines

Primary Care

PALOMAR HEALTH[®]

Reimagining Healthcare™

TR
FIND

TRUE
HELP
THEIR

TRUE CHAMPIONS
DON'T SEEK OUT GLORY



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Because
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At Palomar Healt
each and every o
match our patient
of your lif

Palomar



IT FINDS THEM BY WAY OF A SMILE.

Our priority at Palomar Health is to provide an extraordinary patient experience. We do this by taking the fear out of healthcare and treating every patient like family. Our world-class doctors have worked continuously to perfect their skills and are dedicated to making you feel at ease throughout your healthcare journey.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

Celebrating the Accomplishments of our Board of Directors


Thanks to the support of the Board of Directors and under the guidance of Diane Hansen, Palomar Health grew an unprecedented 17.7% in revenue year-over-year!

In addition, Palomar Health received the award for World's Best Hospitals for the fourth year in a row.

These incredible accomplishments were featured in:

- San Diego Union Tribune
- The San Diego Business Journal
- Escondido Times-Advocate
- Valley Roadrunner
- Poway Chieftain

Congratulations to
Our Palomar Health
Board of Directors for
Leading Us to an Unprecedented
Growth of 17.7%




<< Pictured from left to right:
Michael Pacheco, Terry Corrales,
Jeff Griffith, Linda Greer and
Laura Barry

Board of Directors not present
during time of photo:

Laurie Edwards-Tate John Clark

Palomar Health Has
Been Named Modern Healthcare's
TOP SMALL HEALTH SYSTEM IN THE NATION

Under the guidance of President and CEO,
Diane Hansen, California's largest healthcare district has
reimagined the entire healthcare experience, while keeping
the community's needs at the forefront of all initiatives.
Palomar Health continues to pave the way in removing
the fear from healthcare and serves our community in
bigger ways than ever before.



★★★★★
**WORLD'S
BEST
HOSPITALS**
2023
Newsweek
POWERED BY
statista
4 YEARS IN A ROW

Recruitment, Hiring Fair and Nurse Incentive Coverage

Significant efforts were dedicated to focusing on recruitment efforts and hiring nurses to join the extraordinary Palomar Health team.

Media support included radio endorsements, digital display ads to targeted audiences, print advertising and editorial placements in high profile publications. We also received news coverage on Fox 5, NBC and KPBS.

The hiring fair on May 10th was also highlighted on radio, print, digital and social media mediums.



Champions of healthcare

Eligible nurses to receive \$100,000 for their commitment, Palomar Health announces

Everyone knows that nurses are a vital part of every healthcare organization. They work tirelessly to ensure that every patient receives extraordinary care and go out of their way to make a patient's experience even more comfortable. They are the true champions of healthcare and deserve to be recognized for their exceptional contributions to the community.

As an organization, Palomar Health is committed to reimagining the entire

healthcare experience, including compensation programs for their team members. This is why Palomar Health is rewarding their eligible RNs \$100,000, which will be distributed over a three-year commitment, for a limited time only.

This groundbreaking program is designed to recruit world-class nurses to Palomar Health as well as retain its existing world-class nursing staff, by offering incentives to them. This unprecedented program will benefit the community by

providing patients with the best possible care through a consistent team of the world's best nurses.

"We appreciate all of our nurses and the incredible care they provide to our patients each day. We are hopeful this new recruitment and retention incentive will stabilize and invigorate our nursing workforce," says Mel Russell, chief nurse executive at Palomar Health.

In turn, Palomar Health's world-class team will become even more committed

to the organization, dedicated to providing extraordinary care and creating better outcomes for every patient. It also offers more opportunities to new nurses hoping to join the largest healthcare system in California, while offering an added layer of incentive and appreciation amid a nursing shortage.

To join Palomar Health's team or if you know a nurse who is committed to extraordinary care, visit www.PalomarHealth.org. Apply now for more information.

True champions
deserve to be rewarded

PALOMAR HEALTH
Reimagining Nurse Compensation

That's why we're offering
RN's a *\$100,000 incentive*

PALOMAR HEALTH
Reimagining Nurse Compensation

OOH Media

Billboards Across North County

We have continued to secure premium placements throughout North County as they become available

Locations are placed on:

- I-805 Northbound
- I-805 Southbound
- I-78 Westbound
- I-78 Eastbound





Nurse Appreciation Night with the San Diego Loyal

As the official healthcare provider of the San Diego Loyal, Palomar Health was given the opportunity to be presenting sponsor of a specific game. The Nurse Appreciation Night on May 13 was selected as nurses throughout San Diego were given complimentary tickets to recognize them for their efforts.

Palomar Health team members were also able to attend the game with their families for an unforgettable night!

**PALOMAR
HEALTH**[®]
Reimagining Healthcare[™]



Sponsorship of Big Bay Boom

Again this year, Palomar Health will be one of the presenting sponsors of the Big Bay Boom!

This is the fireworks extravaganza hosted by Fox 5 San Diego on July 4th on the beautiful downtown bayfront. Tune in for all the coverage!



**PALOMAR
HEALTH**[®]
Reimagining Healthcare[™]



Thank you!