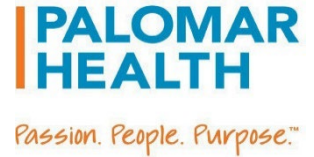


BOARD COMMUNITY RELATIONS COMMITTEE

Agenda

Wednesday, October 4, 2023
3:30 p.m.



POSTED
FRIDAY
SEPTEMBER 29, 2023

PLEASE SEE PAGE 2 FOR MEETING LOCATION

PLEASE TURN OFF CELL PHONES OR SET THEM TO SILENT MODE UPON ENTERING 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 – June 7, 2023 (ADD A- Pp7-Pp11).....	5	1	4:06
4.	Standing Items(s)			
a.	Community Engagement Update – Forensic Health and Trauma Recovery Center (ADD B –Pp13-Pp19)	5	2	4:16
b.	Community Engagement Update – First Steps Grant (ADD C –Pp21-Pp25).....	5	2	4:21
c.	Community Engagement Update – Healthy Development Services (ADD D –Pp27-Pp32).....	5	2	4:26
d.	Patient Experience Focus Group Update (ADD E –Pp34-Pp37).....	5	3	4:36
e.	Foundation Update	10	4	4:46
f.	Marketing Update (ADD F –Pp39- Pp47).....	10	5	4:56
FINAL ADJOURNMENT		1		4:57
Board Community Relations Committee Members:				
<u>VOTING</u> <u>MEMBERSHIP</u>		<u>NON-VOTING</u> <u>MEMBERSHIP</u>		
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

Elected members of the Board of Directors will attend at this location, unless otherwise noticed below –
Members of the public may also attend at this location.

PLEASE TURN OFF CELL PHONES OR SET THEM TO SILENT MODE UPON ENTERING THE MEETING ROOM.

[Click here to join the meeting](#)

Meeting ID: 243 156 674 901

Passcode: Vm8Bp2

or

call in (audio only)

[929-352-2216](tel:929-352-2216), [746561794](tel:746561794)# Phone Conference ID: 746 561 794#

- Non-Board member attendees and members of the public may attend the meeting virtually utilizing the above link
- **4747 Viewridge Avenue, San Diego, CA 92123**
Elected member of the Board **Laurie Edwards-Tate** will be attending the meeting virtually from this location
- Members of the public may also attend at this location

New to Teams? Get the app now and be ready when your first meeting starts @

<https://www.microsoft.com/en-us/microsoft-teams/download-app>

**Minutes
Palomar Health Board of Directors
Community Relations Committee
Wednesday, October 4, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 4, 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, June 7, 2023 are respectfully submitted for approval

BUDGET IMPACT: None

STAFF RECOMMENDATION: Staff recommends approval of the June 7, 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, October 4, 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:

**Patient Experience Focus Group Update
Palomar Health Board of Directors
Community Relations Committee
October 4, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 4, 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, October 4, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 4, 2023

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:

**Marketing Update
Palomar Health Board of Directors
Community Relations Committee
Wednesday, October 4, 2023**

TO: Palomar Health Board of Directors Community Relations Committee

MEETING DATE: Wednesday, October 4, 2023

FROM: Tina Bassett, Committee Assistant

BY: Sheila Brown, Chief Operations Officer

BACKGROUND: Marketing Update is provided for review

BUDGET IMPACT: None

**STAFF
RECOMMENDATION:**

Committee Questions:

COMMITTEE RECOMMENDATION:

Motion:

Individual Action:

Information:

Required Time:

ADDENDUM A

Meeting Minutes

BOARD COMMUNITY RELATIONS COMMITTEE CALENDAR YEAR 2023



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

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

INVITED GUESTS		SEE TEXT OF MINUTES FOR NAMES OF INVITED GUESTS
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BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, JUNE 7, 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, June 2,2023 which is consistent with legal requirements			
1. ESTABLISHMENT OF QUORUM			
Quorum comprised of Chairperson Corrales, Director Pacheco, Director Edwards-Tate			
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, April 5, 2023			

BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, JUNE 7, 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 Director Edwards-Tate, and carried to recommend approval of the minutes of Wednesday, April 5, 2023 Board Community Relations Committee as presented</p> <p>Chairperson Corrales – Aye Director Pacheco – Aye Director Edwards-Tate – Aye</p>	NA	Y
5. STANDING ITEMS			
a. Community Initiative			
Utilizing the attached documents, Palomar Health Care Transitions / Home Care Director Vernon Pertelle provided program update: <ul style="list-style-type: none"> Community Outreach Program partners with local organizations to meet health and education needs in our community State partners for funding 			
b. Patient Experience Focus Group Update			
Utilizing the attached document, Palomar Health Senior Director Quality/Patient Safety/Infection Control, Stroke Program Valerie Martinez and Director Patient Experience Suz Fisher provided the Patient Experience Focus Group update: <ul style="list-style-type: none"> 2023 work plan to focus on membership to include diversity and term limits All members are former patients for real experience feedback Based on patient feedback themes and responses, environmental services now leave a tent card notifying the patient when the room is cleaned while the patient is out 			
c. Foundation Update			
Utilizing the attached document, Palomar Health Foundation Board Member Jorge Monraz provided the Foundation update: <ul style="list-style-type: none"> Summer events outlined: On The Board Walk; Middle School MD Program; Health Rocks Gala featuring Jason Mraz 			

BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, JUNE 7, 2023

<i>AGENDA ITEM</i>	<i>CONCLUSION/ACTION</i>	<i>FOLLOW UP/ RESPONSIBLE PARTY</i>	<i>FINAL?</i>
<i>DISCUSSION</i>			
d. Marketing Update			
<p>Utilizing the attached document, InnoVision Account Executive Jordan O’Keefe provided the Marketing update:</p> <ul style="list-style-type: none"> • Highlighting True Champions utilized as creative strategy to communicate the extraordinary experience expected from Palomar Health • Print campaigns continue celebrating the accomplishments of our Board of Directors • Nursing recruitment efforts continue with media support across radio endorsements, digital ads, print and local news coverage • Billboard placement on I-805 and I-78 shared • Palomar Health will be one of the presenting sponsors of the Big Bay Boom fireworks shows in San Diego again this year with coverage hosted by Fox 5 News 			
FINAL ADJOURNMENT			
Chairperson Corrales adjourned the meeting at 4:28 p.m.			
<p>SIGNATURES:</p> <p align="center"> COMMITTEE CHAIR _____ Terry Corrales, RN </p> <hr/> <p align="center"> COMMITTEE SECRETARY _____ Tina Bassett </p>			

ADDENDUM B

Forensic Health & Trauma Recovery Center Services 2023

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

Palomar Health Forensic Health Overview

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



Department Updates - 2023

- Renew Child Therapy Grant (AT Program)
- Received 2 Additional Years of Funding for Trauma Recovery Center
- Designated as the California Hospital Based Training Center for Forensic Medical Exams or the California Clinical Forensic Medical Training Center (CCFMTC)
- Designated National Affiliated Site with Camp Hope America
 - Launched the North County Camp Hope America and Pathways Program



Trauma Recovery Center

Total Clients FY 2 [7/2022-6/2023] 167 Clients

Male	24
Female	133
Child	34
Adult	133
White/Caucasian	45
Hispanic	90
African American/Black	7
Native American	1
Pacific Islander	1
Asian	5
Other	5
Multirace	13
CRIME TYPE	
Assault	55
Child Abuse	30
Kidnapping	2
Bullying	1
Vehicular Assault	1
Sexual Assault	20
Homicide (vicarious)	2
Human Trafficking	1
Domestic Violence	49
Stalking	6

CLIENT SERVICES

TOTAL: 1724

Case Management	238
Therapy (Individual/Adjunct)	1467
Family Therapy	19
TBI/ABI Clinic	19
Referrals for Speech Therapy	9
Referrals for Physical Therapy	7
Assertive Outreach/Victim Engagement	
Non Client (Victim Engagement)	1294
Active Client Engagement	1005

Community Outreach

- Law Enforcement Briefings
- Trainings
 - Stewards of Children
Darkness to Light prevention
Training
- Advocacy Training
- Public Health
- Partner or Medical Agencies
- Cal State San Marcos
- FY 21-23:
 - Training=18
 - Outreach=24
 - Collaboration=106



California Clinical Forensic Medical Training Center (CCFMTC)



CCFMTC
California Clinical Forensic
Medical Training Center

- 70 New Forensic Examiners Trained in California
- Palomar Health Hosted 12th Annual Statewide Sexual Assault Response Team Summit
 - Mission Bay Hyatt-September 5-7
 - 275 participants
 - CCFMTC.org

ADDENDUM C

First 5 First Steps (First Steps) Family Support Program

“Changing lives, one child, one family at a time.”

**Shirin Strauss, M.A., ICCE, IBCLC
Virginia Barragan, FACHE, PT, MOMT, DPT**

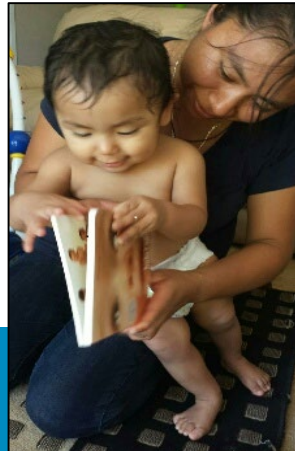
October 4, 2023

Passion. People. Purpose.™

Services First Steps Provides

- 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: Evidence-Based Curriculums
 - Mental Health Services
 - Enhanced Lactation Support
 - Parent and Family Workshops and Special Events
 - Socialization Opportunities/Connections for Isolated Families
- 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.*





Palomar Health First Steps Family Support Program

Funding Provided By

First 5 San Diego
Tobacco Tax Initiative

CalWORKs
State of California

2013-2023



20,047

Parent and Child Assessments

100%

All Families Have a Medical Home

150

Parent and Family Workshops
and Special Events

34,082

Referrals Provided for Healthcare,
Food, Childcare and More

640

Families Enrolled
(3½ Years: Prenatal to Age 3)

20,783

Home Visits

100%

First Steps Families Would
Recommend First Steps
to Family or Friends

Highlights of FY22-23

- Countywide Recognition and Replication
- Community & County Partnerships
- Increased Referrals, Donations
- Program Families
 - Increasing Health & Wellness
 - Trauma-Informed Care
 - Enhanced Lactation and Mental Health Services & Support
 - Parent and Family Workshops
- Our Team
 - Majority With Us 10-Years
 - Ongoing Professional Development
 - Reflective and Mindfulness Practice
- We've Moved!
- 10-Year Anniversary Gala Celebration

185

**Families Served (Enrolled)
(Enrolled for 3½ Years on Average)**

1,963

Home Visits

“You helped me so much as a person. You helped me heal, reflect on my strengths, helped me learn, and helped me set goals. I feel more secure of myself as a person and I can instill this in my children because I now understand the role I play in their development. I am a better mother because of Palomar Health First Steps.”



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

ADDENDUM D



Healthy Development Services

October 4, 2023

Cindy Linder, RN, BSN

Virginia Barragan, FACHE, PT, MOMT, DPT



Healthy Development Services

Annual Funding
\$1,851,499 (17.5 FTE)

973

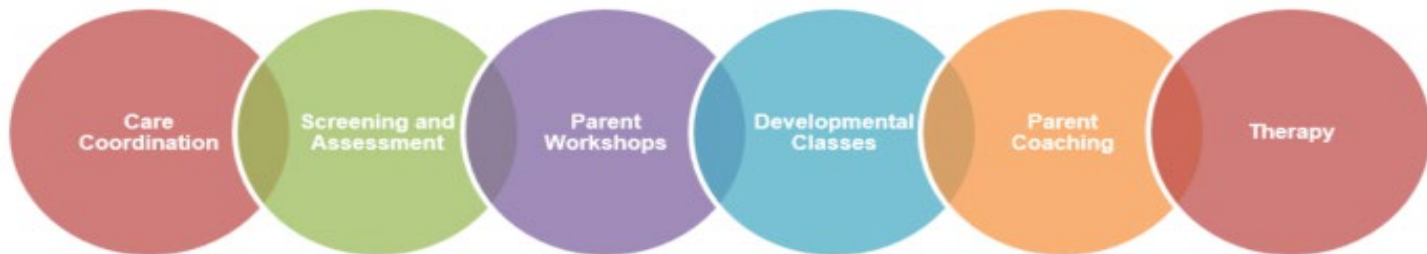
Children Served FY23

100%

HDS Families Would Recommend
HDS to Family or Friends

What Services Does HDS Provide?

- A network of services for children from birth to age 5 with mild to moderate developmental and behavioral concerns



- 95% of children who complete HDS developmental or behavioral services make improvements

HDS Community Partnerships

90% HDS Referrals

Primary Care Providers	Indian Health Council	Early Care and Education	Public Health Nursing	Child Welfare Services
WIC	First 5 Initiatives	California Early Start	HOPE Infant Program	Development Enhancement Screening Program
Head Start	Autism Center for Excellence	Community Clinics	Special Ed 13 School Districts	Cal State University San Marcos
Early Head Start	HOPE Infant Program	Palomar Health NICU	<u>CalSafe</u>	Behavior Providers

Connecting with our Community!

Outreach Events and Conference Presentations

- TrueCare National Breastfeeding Month; Milk Drive and Health Fair
- Children's Paradise Preschool and Infant Centers – ASQ Screening Events
- Neighborhood Healthcare Women's Health Fair
- PHMG New Provider Inservice
- EUHSD CalSafe Screening Event at SD Children's Discovery Museum
- CalSafe Life Skills Conference Presentation
- Early Years Conference Presentations – Self Nurturing for Early Educators
- Primary Care Provider Roundtable
- National Night Out – Health Fair sponsored by Escondido Police Department

HDS Updates

- New location – WE ARE IN PERSON!
- HDS Referral Portal
- Returning to Rincon Indian Health





Cindy Linder, RN, BSN
Regional Coordinator HDS North Inland
760-807-0113
cynthia.linder@palomarhealth.org

ADDENDUM E

Patient Experience Focus Group(PEFG)

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








PEFG Update

- Emergency Department Patient Experience in ED Waiting Area

- Lobby navigator



- Care plan passport

Care Plan Passport			
MY TEST & MY STATUS			I Need an IV <input type="checkbox"/>
	Average Time	Ordered	Completed/Care Team Member
EKG 	10-30 Minutes		
Blood Test 	60-90 Minutes		
Urine Test 	60 Minutes After You Provide Sample		
Imaging 	X-Ray 60-90 Minutes		
	CT Scan 60-150 Minutes		
	Ultrasound 60-90 Minutes		
Registration 	10-20 Minutes		

Please remove all jewelry and continuous glucose monitors BEFORE having imaging studies.
 Please do not eat or drink until you are told it is safe to do so.

DESTINATION:
 Pod D
 Main ED

PALOMAR HEALTH.
Reimagining Healthcare

Patient Feedback Themes and Responses

Theme – The perception that “no one is answering my call light”

Pilot project at PMC Escondido

- Two minutes too long
- Communication and explanation
 - Example: Letting the patient know a general timeframe if possible based on calling the CNA or RN
 - Escalation of patient calls



ADDENDUM F



Marketing Update

October 2023



Career Fair Advertising

- Palomar Health hosted two wildly successful Career Fairs for Palomar Health & PHMG positions.
- InnoVision supported these events with strategic advertising across multiple mediums, including:
 - Print ads
 - Digital ads
 - Radio endorser commentary
 - Sixty second radio commercial featuring Diane Hansen
 - Internal materials highlighting the employee referral bonus programs offered at Palomar Health

JOIN A TEAM WHERE YOU CAN SHINE AS A *True Champion*

WE REWARD OUR NURSES A **\$100,000*** INCENTIVE

Discover Your Future at the **Palomar Health Career Fair**

Wednesday, May 10 | 10AM to 6PM
Palomar Medical Center Escondido
2185 Citracado Parkway, Escondido, CA 92029

Calling all nursing and non-medical applicants ready to take the next step at growing their career. At Palomar Health's Career Fair, we're offering:

- FREE headshots
- On-the-spot interviews
- State-of-the-art facility tours
- Competitive compensation, like our up to \$100,000 RN Incentive*
- And many more benefits!

Palomar Health – *Champions of Healthcare.*
CHAMPIONS FOR YOU.

PALOMAR HEALTH
Reimagining Career Opportunities

PalomarHealth.org/ApplyNow

Palomar Health Billboards

- Palomar Health has secured billboards across North County, San Diego
- Each billboard communicates a creative, strategic message:
 - Recent awards that Palomar Health has received.
 - How Palomar Health is reimagining healthcare by removing the fear that is often associated with it.
 - How the Palomar Health team members are the *True Champions* of healthcare.



Recent Print Ads

**TRUE CHAMPIONS
HELP OTHERS FIND
THEIR STRIDE**



**BECAUSE WE ALL NEED A TEAM
THAT KEEPS US MOVING FORWARD**

At Palomar Health's Orthopedic and Spine Center, we tailor treatment to each patient's specific condition, needs and lifestyle. With a focus on superior patient outcomes, we are nationally recognized for our exceptional orthopedic results. That's why Palomar Health has been named as Healthgrades America's 100 Best in Joint Replacement, Orthopedic and Spine Surgery and is a Five-Star Recipient in Hip Fracture Treatment. Take your next step forward pain free at the Palomar Health Orthopedic and Spine Center.



Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

PALOMAR HEALTH
Reimagining Orthopedics

PalomarHealth.com/Orthopedics

Orthopedic Care

**TRUE CHAMPIONS
EMPOWER VOICES**



**BECAUSE COMPASSIONATE
LISTENING SPEAKS VOLUMES**

Palomar Health's dedicated Speech Pathology team helps patients in all stages of life find their unique voice. We develop a customized speech therapy journey based on each patient's specific goals. Our world-class team of experts treats communication, cognitive, voice and swallowing disorders. Rediscover your voice with Palomar Health.

Palomar Health - *Champions of Healthcare.*

CHAMPIONS FOR YOU.

PALOMAR HEALTH
Reimagining Healthcare

PalomarHealth.org

Speech Pathology

**LOS VERDADEROS
CAMPEONES NO
BUSCAN LA GLORIA**



**LA ENCUENTRAN
POR MEDIO DE UNA SONRISA.**

Nuestra prioridad en Palomar Health es brindar una experiencia extraordinaria al paciente. Lo logramos eliminando el miedo a la atención médica y tratando a cada paciente como parte de nuestra familia. Nuestros médicos de clase mundial trabajan continuamente para perfeccionar sus técnicas y están comprometidos en hacerle sentir tranquilo a lo largo de su trayecto en la atención médica.

Palomar Health - *Campeones de la Salud.*

CAMPEONES POR TI.

PALOMAR HEALTH
Reimaginando La Experiencia Médica

PalomarHealth.org

Compassionate Care

Advertising Demographics

- Diversity inclusion is of the utmost importance throughout Palomar Health advertising. These statistics indicate the percentage breakdown of Palomar Health creative that include images of people (2021 – 2023).
- According to the United States Census Bureau, as of July 2022, the County of San Diego’s population is made up of 74.4% Caucasian, leaving the balance of all other ethnicities at 25.6%.



Print Ad Creative (2021-2023)		
Total (with images of people):	57	
Featuring Minorities:	47	82.5%
Breakdown		
2022 (with images of people):	42	
Featuring Minorities:	39	92.9%
2023 (with images of people):	15	
Featuring Minorities:	8	53.3%
Billboard Creative (2021-2023)		
Total (with images of people):	3	
Featuring Minorities:	3	100.0%

Press Releases

To keep Palomar Health's recent accolades and strategic initiatives in front of the community, InnoVision has developed a variety of exciting press releases on Palomar Health's behalf.

Recently, these press releases have included:

Palomar Health Career Fairs

Palomar Health's Hearing Angels

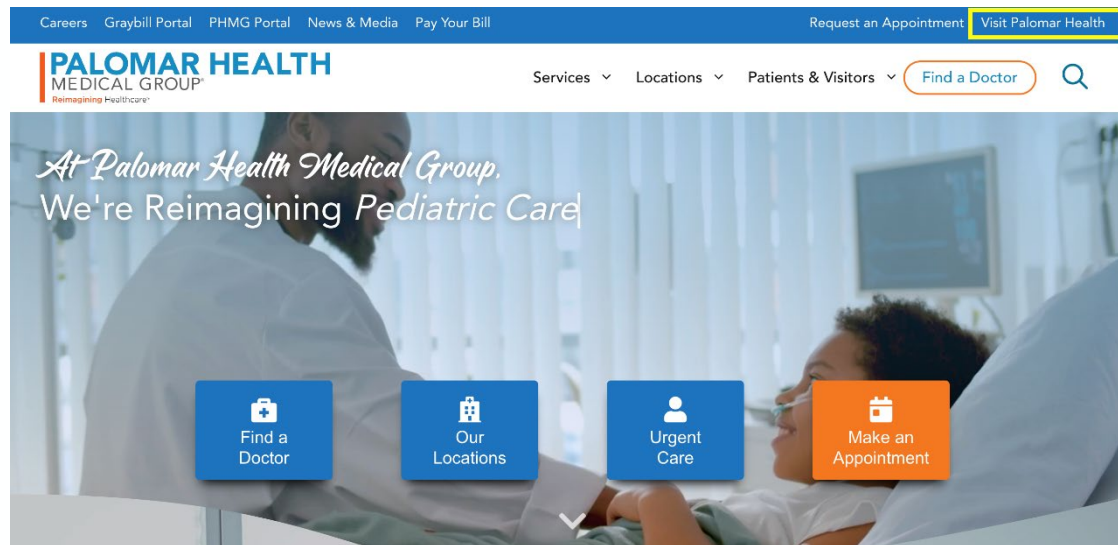
Palomar Health Recognized as an ENA Lantern Award Recipient

Palomar Health partners with the Vista Community Clinic & TrueCare

Jean McLaughlin Women's Center is a Breast Center of Excellence (NQMBC)

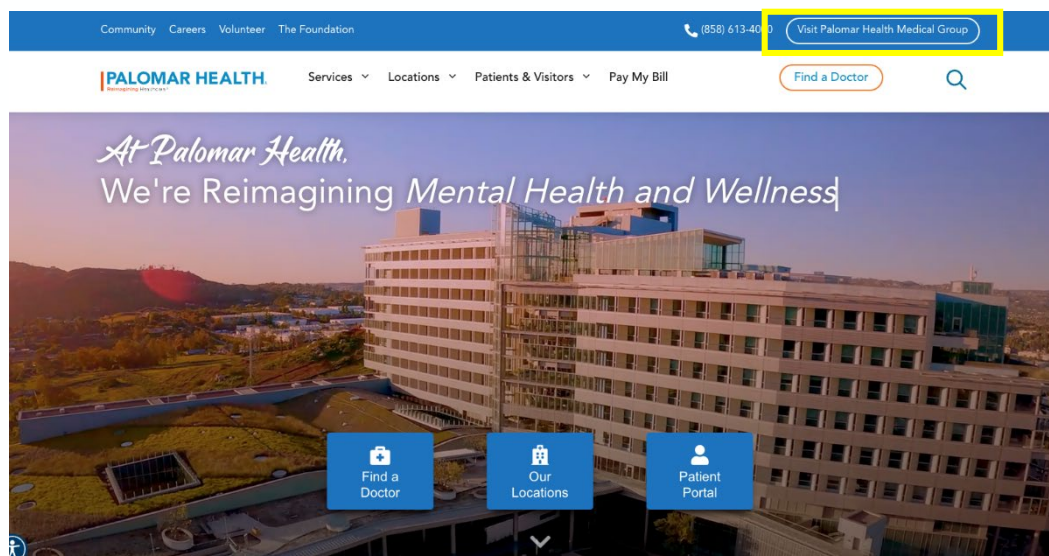
PHMG Website

- On July 12, 2023, InnoVision launched the brand new and improved PHMG.org.
- The new site follows the same look and feel as the updated PalomarHealth.org.
 - Users now can toggle back and forth between the
 - Palomar Health and Palomar Health Medical Group websites.



PHMG Website

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- The new site follows the same look & feel as the updated PalomarHealth.org.
 - Users now can toggle back & forth between the Palomar Health & Palomar Health Medical Group websites.



- This is a simple, yet deliberate method used to communicate that Palomar Health & Palomar Health Medical Group are one united system.



Thank you!

