

**POSTED  
FRIDAY  
JANUARY 27, 2023**

**BOARD COMMUNITY RELATIONS COMMITTEE**  
**Agenda**  
**Wednesday, February 1, 2023**  
**3:30 p.m.**



**PLEASE SEE PAGE 2 FOR MEETING LOCATON**

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

		<u>Time</u>	<u>Form</u> <u>A</u>	<u>Target</u>
<b>CALL TO ORDER</b>				<b>3:30</b>
<b>1.</b>	<b>Establishment of Quorum</b>	1		3:31
<b>2.</b>	<b>Public Comments<sup>1</sup></b>	30		4:01
<b>3.</b>	<b>Action Item(s)</b>			
	a. *Minutes: Board Community Relations Committee Meeting – October 5, 2022 (ADD A- Pp9-Pp13).....	5	1	4:06
	b. *Review Committee Charter (ADD B-Pp15-Pp18).....	5	2	4:11
	c. *Review Board Community Relations Committee - Reporting Calendar Year 2023 (ADD C– Pp20- Pp20).....	5	3	4:16
<b>4.</b>	<b>Standing Items(s)</b>			
	a. Community Engagement – Crisis Stabilization Unit and Outpatient Program Update (ADD D –Pp22-Pp29).....	10	4	4:26
	b. Patient Experience Focus Group Update (ADD E– Pp31–Pp35).....	10	5	4:36
	c. Foundation Update (ADD F-Pp37-Pp43).....	10	6	4:46
	d. Marketing Update (ADD G-Pp45-Pp65).....	10	7	4:56
<b>FINAL ADJOURNMENT</b>		1		4:57
<b>Board Community Relations Committee Members:</b>				
<b><u>VOTING</u></b> <b>MEMBERSHIP</b>		<b><u>NON-VOTING</u></b> <b>MEMBERSHIP</b>		
Terry Corrales, Director – 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		
Pauline Gourdie, Palomar Health Foundation Board Member		RN Representative		
Linda Greer, Board Member 1 <sup>st</sup> Alternative		Tricia Kassab, EdD., N, FACHE, Vice President Quality and Patient Safety		

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. <sup>1</sup> - 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
- [HTTPS://meet.goto.com/348870573](https://meet.goto.com/348870573) or Dial in using your phone at 312.757.3119; Access Code: 348870573#<sup>1</sup>
  - Non-Board member attendees and members of the public may attend the meeting virtually utilizing the above link

<sup>1</sup> New to GoTo Meeting? Get the app now and be ready when your first meeting starts: <https://global.gotomeeting.com/install/348870573>

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# 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.

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### 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, February 1, 2023**

**TO:** Palomar Health Board of Directors Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 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, October 5, 2022 are respectfully submitted for approval

**BUDGET IMPACT:** None

**STAFF RECOMMENDATION:** Staff recommends approval of the October 5, 2022 Palomar Health Board of Directors Community Relations Committee meeting minutes

**Committee Questions:**

**COMMITTEE RECOMMENDATION:**

**Motion:** X

**Individual Action:**

**Information:**

**Required Time:**

**PALOMAR HEALTH  
BOARD COMMUNITY RELATIONS COMMITTEE  
CHARTER**

**TO:** Board Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 2023

**FROM:** Tina Bassett, Committee Secretary

**Background:** Presenting the Board Community Relations Committee Charter for review and approval.

**Budget Impact:** N/A

**Staff Recommendation:** Recommendation to approve the Board Community Relations Committee Charter as written for submission to full board adoption.

**Committee Questions:**

**COMMITTEE RECOMMENDATION:**

**Motion:** X

**Individual Action:**

**Information:**

**Required Time:**

**2023 Report Calendar  
Palomar Health Board of Directors  
Community Relations Committee  
Wednesday, February 1, 2023**

**TO:** Palomar Health Board of Directors Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 2023

**FROM:** Tina Bassett, Committee Assistant

**BY:** Sheila Brown, Executive Strategic Priorities

**BACKGROUND:** The 2023 Reporting Calendar for the Board of Directors Community Relations Committee meetings are respectfully submitted for approval

**BUDGET IMPACT:** None

**STAFF RECOMMENDATION:** Staff recommends approval of the proposed 2023 Palomar Health Board of Directors Community Relations Committee Reporting Calendar as submitted

**Committee Questions:**

**COMMITTEE RECOMMENDATION:**

**Motion:** X

**Individual Action:**

**Information:**

**Required Time:**

## Community Engagement

**TO:** Board Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 2023

**FROM:** Tina Bassett, Committee Assistant

**Background:** Palomar Health departments provide an awareness presentation on their 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  
February 1, 2023**

**TO:** Palomar Health Board of Directors Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 2023

**FROM:** Tricia Kassab, Vice President Quality and Patient Safety

**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, February 1, 2023**

**TO:** Palomar Health Board of Directors Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 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, February 1, 2023**

**TO:** Palomar Health Board of Directors Community Relations Committee

**MEETING DATE:** Wednesday, February 1, 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

# PALOMAR HEALTH

CALENDAR YEAR 2022

## BOARD COMMUNITY RELATIONS COMMITTEE ATTENDANCE ROSTER

### MEETING DATES

MEMBERS	2/2/22	4/6/22	6/1/22	8/3/22	10/5/22	12/7/22
Terry Corrales, Chair	X	X	X	X	X	
Laurie Edwards-Tate, Director	E	X	X	X	X	
Michael Pacheco, Director	X	X	X	X	X	
Diane Hansen, President & CEO	X	X	X	X	X	
Pauline Gourdie, Palomar Health Foundation Board Member	X					
Linda Greer, 1st Alternate						
<b>STAFF ATTENDEES</b>						
Sheila Brown, Executive Strategic Priorities	X	X	X	X	X	
Virginia Barragan, Vice President Continuum Care	X	X	X	X	X	
Kristin Gaspar, President and CEO Palomar Health Foundation	X	X				
Kirk Effinger, Foundation Board Member						
Tricia Kassab, Vice President Patient Satisfaction and Quality	X			X		
Michael Whalen, Patient Experience Specialist	X	X	X			
Geoff Washburn, Vice President Human Resources	X	X	X			
Kelly Reader-Dover, RN Representative				X	X	
Darryl Acosta, Marketing Representative	X					
Ric Militi, CEO, InnoVision Marketing Group					x	
Jordan O'Keefe, InnoVision Marketing Group		X	X	X	x	
Brad Krietzberg, Director Organizational Learning and Development	X	X				
Tina Bassett, Committee Assistant	X	X	X	X	x	
INVITED GUESTS (see meeting minutes)						

**X - Present      E - Excused**

*BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, OCTOBER 5, 2022*

<i>AGENDA ITEM</i>	<i>CONCLUSION/ACTION</i>	<i>FOLLOW UP / RESPONSIBLE</i>	<i>FINAL?</i>
<i>DISCUSSION</i>			
<b>CALL TO ORDER</b>			
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			
<b>NOTICE OF MEETING</b>			
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, September 30, 2022 which is consistent with legal requirements			
<b>1. ESTABLISHMENT OF QUORUM</b>			
Quorum comprised of Director Corrales, Director Pacheco, Director Edwards-Tate, Palomar CEO Hansen			
<b>2. PUBLIC COMMENTS</b>			
There were no public comments			
<b>3. WELCOME/INTRODUCTIONS:</b>			
Director Corrales initiated roll call attendance and welcome			
<b>4. *ACTION ITEMS</b>			
a. *Minutes: Board of Directors Community Relations Committee Meeting – Wednesday, August 3, 2022			

**BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, OCTOBER 5, 2022**

<i>AGENDA ITEM</i>	<i>CONCLUSION/ACTION</i>	<i>FOLLOW UP / RESPONSIBLE</i>	<i>FINAL?</i>
<i>DISCUSSION</i>			
<ul style="list-style-type: none"> <li>No discussion</li> </ul>	<p><b>MOTION:</b> By Director Pacheco 2<sup>nd</sup> by Director Edwards-Tate, and carried to recommend approval of the minutes of Wednesday, August 3, 2022 Board Community Resources Committee as presented</p> <p>Corrales – Aye Edwards-Tate – Aye Pacheco – Aye</p>	NA	Y

**5. STANDING ITEMS**

a. Community Initiative

Utilizing the attached documents, First Steps Program Director Shirin Strauss provided the Annual Update on behalf of North Region First 5 First Steps. Vice President Continuum Care Virginia Barragan provided the Annual Update on behalf of Cindy Linder, Regional Coordinator Health Development Services, North Inland: North Region First Steps

- State Grant funded, First 5 First Steps in its 10<sup>th</sup> year providing education, resources and support to families with children from prenatal to age 3 years at no cost
- Funding received from First 5, San Diego with an annual funding of \$1.471K which has served over 185 families with 1,963 in home visits
- Families served include low income, teens, immigrant, refugee and military using in-person and virtual visits in English and Spanish
- North County Home Visiting Collaborative collaborates with over 50 partnering agencies throughout North County and often volunteer’s in support of events and charities with the most recent activity in making over 300 sack lunches for distribution at Interfaith in Escondido
- Families express they see improvements in age appropriate child development, healthier relationships with their children and the family unit, emotional control and hope for the future
- 100% First Steps families Would Recommend services to family or friends

Healthy Development Services (HDS)

- Annual funding at 1.526K serving 962 children with over 7K treatment sessions
- HDS program provides services for children birth to age 5 with mild to moderate development and behavioral concerns on the basis that early prevention enable the child to be ready prior to entering school through care coordination, screen and assessment, workshops and coaching, developmental classes and therapy
- Families receiving HDS services also report 100% Would Recommend services to family or friends
- Post COVID pandemic data show a dramatic increase in children with developmental concern in communication, fine motor and problem solving skills as well as children presenting with significant delays in the moderate range
- Next steps include partnering with primary care physicians and community clinics to encourage early referral as needed and obtain mental health screenings for parents and caregivers
- Funding is currently provided by the tobacco tax initiative

**BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, OCTOBER 5, 2022**

<i>AGENDA ITEM</i>	<i>CONCLUSION/ACTION</i>	<i>FOLLOW UP / RESPONSIBLE</i>	<i>FINAL?</i>
<i>DISCUSSION</i>			
<p>Director Corrales commented how important these services are for the future of our children. In response to Director Corrales’ inquiry regarding current or upcoming assembly bills for additional funding, First Steps Program Director Shirin Strauss provided, the National MIECHV funding (Maternal, Infant, and Early Childhood Home Visiting Program), which provides funding for state Maternal Child Health Home Visiting programs, was renewed/passed last week with bi-partisan support. First 5 First Steps and Healthy Development Services work very closely with all schools in the north district and community clinics to provide literature with available services and resources. Director Corrales recommended to include the Palomar Health Board members with opportunities to volunteer</p>			
<p>b. Community Outreach Patient Experience Focus Group Update</p>			
<p>Utilizing the attached document, Community Outreach Supervisor Kelly Reader-Dover provided the Fiscal Year 23 update:</p> <ul style="list-style-type: none"> <li>• Community outreach works with the San Diego Coalition to meet the health needs identified by the Hospital Association of San Diego and Imperial Counties Community Health Needs Assessment ( CHNA)</li> <li>• Participates and meets the needs in providing health education for heart health, diabetes and ongoing support for health awareness and prevention such as vaccinations and screenings</li> <li>• Upcoming outreach for fiscal year 23 currently includes 35 planned Fall Flu and Covid vaccination clinics, 20 planned health education and screening events for blood pressure check, cancer screening and additional topics that vary based on time of year and audience</li> </ul> <p>Director Corrales extended thanks for the ongoing services provided to the community</p>			
<p>c. Patient Experience Focus Group Update - <i>Deferred</i></p>			
<p>d. Foundation Update - <i>Deferred</i></p>			
<p>e. Marketing Update</p>			
<p>Utilizing the attached document, InnoVision Account Executive Jordan O’Keefe and CEO/Executive Creative Director Ric Militi provided the Marketing update:</p> <ul style="list-style-type: none"> <li>• The I Want My PHMG campaign designed for physician/medical group open enrollment is experiencing astronomical success to date driving viewers to the I Want My PHMG page for open enrollment</li> <li>• Multiple channel marketing campaign utilizing print, broadcast radio and television, digital transit, buses and billboards in San Diego and Riverside counties</li> <li>• Phase I and II of the 3 part campaign was to introduce Palomar Health Medial Group to the community for better understanding of the merger by introducing PHMG</li> <li>• Currently in Phase III to reveal the website connecting to Palomar Health which allows the participant to select a PHMG physician</li> <li>• The website has received over 47K visits to the website in just 60 days, 37K of these being unique visitors with 200-300 visits per day through advertising strategies searching for physicians with 32% completing forms for making a selection or requesting a return call</li> <li>• InnoVision negotiated a Palomar Health employee appreciation event at SeaWorld that was well received</li> </ul>			

**BOARD OF DIRECTORS COMMUNITY RELATIONS COMMITTEE MEETING MINUTES – WEDNESDAY, OCTOBER 5, 2022**

<i>AGENDA ITEM</i>	<i>CONCLUSION/ACTION</i>	<i>FOLLOW UP / RESPONSIBLE</i>	<i>FINAL?</i>
<i>DISCUSSION</i>			
<ul style="list-style-type: none"> <li>Health Rocks Festival scheduled October 8 and 9 on the Escondido campus open to the community free of charge with multiple family interactive activities, Palomar Health information booths, food and entertainment</li> </ul> <p>Director Corrales commented on the impressive work provided by InnoVision</p>			
<b>FINAL ADJOURNMENT</b>			
Director Corrales adjourned the meeting at 4:33 p.m.			
<p><b>SIGNATURES:</b></p> <p align="center"> <b>COMMITTEE CHAIR</b> _____  Terry Corrales, RN </p> <hr/> <p align="center"> <b>COMMITTEE SECRETARY</b> _____  Tina Bassett </p>			



# ADDENDUM B

CHARTER  
of the  
COMMUNITY RELATIONS COMMITTEE  
of the  
PALOMAR HEALTH BOARD OF DIRECTORS

- I. **Purpose.** The Community Relations Committee (“Committee”) of the Palomar Health Board of Directors (“Board”) aims to develop plans and programs that help to communicate the Palomar Health’s mission and vision to various constituents and related groups and to educate the public on healthcare and wellness issues facing the citizens of the Palomar Health Local Healthcare District (“District”).
- II. **Membership.**
- A. Voting Membership. The voting members (“Voting Members”) of the Committee may consist of those individuals appointed as Voting Members of the Committee by the Chair of the Board (“Board Chair”) in accordance with the Bylaws of Palomar Health (“Bylaws”) and other applicable policies of the Board.
- B. Alternate(s). Any alternate voting members (“Alternates”) of the Committee may consist of those individuals appointed as Alternates of the Committee by the Board Chair in accordance with the Bylaws and other applicable policies of the Board. Alternates enjoy voting rights only in the absence of a Voting Member. Unless Alternates enjoy voting rights, they may attend the meetings of the Committee only as an observer.
- C. Non-Voting Membership. The non-voting members (“Non-Voting Members”) may consist of the following individuals:
- Executive Strategy Priorities of Palomar Health
  - Vice President of Continuum Care of Palomar Health
  - Philanthropy Officer of Palomar Health Foundation
  - One (1) representative of the Marketing Department, recommended by the Palomar Health Administration and approved and appointed by the Committee Chairperson
  - One (1) RN representative, recommended by the Palomar Health Administration and approved and appointed by the Committee Chairperson

- One (1) representative of the Patient Experience Focus Group, recommended by the Palomar Health Administration and approved and appointed by the Committee Chairperson

III. **Authority.** The Committee has no expressed or implied power or authority except to make recommendations to the Board related to the Committee’s purpose and duties as described in this Charter.

IV. **Duties.** The duties of the Committee may include:

- A. Review and make recommendations to the Board regarding the District’s community relations and outreach activities, including marketing, community education and wellness activities.
- B. Review marketing procedures to ensure that they support the District’s mission and goals. Such procedures shall include market research, marketing program planning and development, and internal and external communications. The Committee shall report its review of such procedures to the Board on a regular basis.
- C. Serve as Board liaison to the Palomar Health Foundation (“Foundation”) and, on a quarterly basis, review, recommend, and prioritize capital projects and contemplated funding requests to the Foundation’s Board of Directors.
- D. Review annual reports from the Foundation regarding donations and projects funded during the previous year.
- E. Review annually those policies within the Committee’s purview and report the results of such review to the Board. Such reports shall include recommendations regarding the modification of existing or creation of new policies.
- F. Advise the Board on issues relating to health care advisory councils and District grant procurements.
- G. Undertake planning regarding the District’s community relations and outreach activities, including marketing, community education, and wellness activities.
- H. Perform such other duties as may be assigned by the Board.

V. **Committee Chairperson, Liaison, and Assistant.**

- A. The Chairperson of the Committee (“Committee Chairperson”) may be the individual appointed as Committee Chairperson by the Board Chair in accordance with the Bylaws and other applicable policies of the Board.

- B. The Executive Strategy Priorities may serve as the Palomar Health Administration’s liaison (“Administrative Liaison”) to the Committee.
  - C. The Executive Assistant to the Vice President of Continuum Care may serve the assistant to the Committee (“Committee Assistant”).
- VI. **Meetings.** The Committee will meet at least quarterly and more often as needed. A majority of the Voting Members will constitute a quorum. The Committee Assistant will record the meeting minutes and forward a copy to the Board Secretary upon approval of the meeting minutes by the Committee. The Committee Chairperson may coordinate with the Administrative Liaison to invite any officer, staff member, expert or other advisor who is not a member of the Committee to attend a meeting of the Committee to discuss topics germane to the purpose and duties of the Committee.
- VII. **Committee Agendas.**
- A. The Committee Chairperson holds the primary responsibility for creating Committee Meeting Agendas. The Committee Chairperson will routinely work with the Administrative Liaison and the Committee Assistant in creating agendas. The Committee Chairperson will carefully consider all input regarding agenda items from the Administrative Liaison. The authority for approval of final agendas for Committee Meetings will reside with the Committee Chairperson. Any disagreement, dispute, or confusion over specific agenda items and/or their appropriateness on the agenda between the Committee Chairperson and the Administrative Liaison that cannot be resolved will be referred to the Board Chair for resolution. The Board Chair, if indicated, may consult with Board or Corporate Counsel, the CEO, and/or other members of the Administration to achieve resolution. If the Board Chair feels the issue cannot be satisfactorily resolved, the Board Chair will take the issue to the Board.
  - B. Members may request to place items on a Committee Meeting Agenda. The Committee Chairperson will consider each item so requested and determine whether or not it is an appropriate Committee Agenda item. The Committee Chairperson will make every effort to accommodate all reasonable individual Member requests including refining the requested agenda item as indicated. The Committee Chairperson may decline to put the item on a Committee Agenda based upon his or her judgment. Any disagreement, dispute or confusion over specific agenda items and/or their appropriateness on the agenda between the Committee Chairperson and Member that cannot be resolved will be referred to the Board Chair for resolution. The Board Chair may consult with the Board or Corporate Counsel, the CEO and/or other members of the Administration to achieve resolution. If the Board Chair determines the issue cannot be satisfactorily resolved, the Board Chair will take the issue to the Board.

VIII. **Review and Revision.** The Committee may review this Charter annually. Any revisions proposed by the Committee to this Charter must be approved by the Board in accordance with the Bylaws.

DRAFT

# ADDENDUM C

Palomar Health Board Community Relations Committee  
 2023 Reporting Calendar - 1<sup>st</sup> Wednesday

Presentations Due to Committee Secretary	Jan 11	Mar 8	May 10	Jul 12	Sep 26	
Meeting Date	Feb 1	April 6	Jun 1	Aug 3	Oct 4	Dec 7 DARK
Annual Committee Assessment					X	
Annual Review of Committee Charter	X					
Annual Review of Reporting Calendar	X				X	
Patient experience Focus Group Update	X	X	X	X	X	
Foundation Update	X	X	X	X	X	
Marketing Update / Public Relations Update	X	X	X	X	X	
Mental Health – Crisis Stabilization Unit and Outpatient Program <i>Don Myers, Director Behavioral Health</i>	X					
Volunteer / Pathmaker <i>Margaret Mertens, Director Volunteer Services &amp; Spiritual</i> <i>Trang Nguyen, Supervisor Pathmaker Internship</i>		X				
Community Advisory Council		X				
Care Transitions / Home Care <i>Vernon Pertelle, Director Home Health</i>			X			
Forensics – One Safe Place <i>Michelle Shores, Director Forensic Health</i>				X		
First 5 Grant – Annual Report <i>Shirin Strauss, Program Manager, First Steps</i> <i>Cindy Linder, North Inland Regional Coordinator - Healthy Development</i>					X	

# ADDENDUM D



# Board Community Relations Committee Behavioral Health Services Update

**Don Myers, MSW, LCSW, MBA**  
**Director of Behavioral Health**

# FACTS

- One in four Americans experiences a mental illness or substance abuse disorder each year; half will experience a Behavioral Health disorder in their lifetime
- Behavioral Health conditions (mental illness and substance abuse) are the leading cause of disability and death for women and the second highest cause for men

Source: NIMH – National Institute of Mental Health Disorders,  
part of the National Institute of Health-2014

# Behavioral Health Emergency Services

- Behavioral Health Clinicians and Psychiatrists provide consultation to the Emergency Departments and Medical Floors of both Palomar Medical Center Escondido and Poway 24/7
- Palomar Health Care System is the only Regional Healthcare System that provides 24/7 onsite Psychiatrist coverage (Escondido)
- Behavioral Health Clinicians provide 1622 assessments of patients annually (4.5/day) in Palomar Health Medical Center Poway
- Behavioral Health Clinicians provide 5003 assessments of patients annually (13.7/day) in Palomar Health Medical Center Escondido
- Psychiatrists provide assessments of 4,993 patients annually (13.7/day) in Palomar Health Medical Center Escondido and Poway Emergency Departments and Medical Units combined

# Substance Use Disorder Navigator Program

- Palomar Health received \$240K grant from CABridge Program in mid 2022 to fund 2 Substance Use Navigators (1 in Poway ED and 1 in Escondido ED) to reduce overdose related deaths
- Navigators meet with Substance Use Disorder patients in ED to engage patients in recovery process to include initiation of Opioid Replacement Treatment in the ED, connection to community treatment programs to include Medication Assisted Treatment and increased access to Naloxone Kits in the community
- Drug Overdoses in California almost doubled in last 3 years
- Increased recognition of Fentanyl use and treatment
- Palomar Health data suggests that about 50 patients per month could benefit from this program

# The Recovery Center at Poway

- Licensed for outpatient and intensive outpatient substance use disorder treatment
- Member of Hazelden Betty Ford Patient Care Network
- Treated approximately 25 patients
- Hired Licensed Advanced Addiction Counselor this month to further develop this program and provide clinical services

# Adult Behavioral Health Inpatient Unit

- 12 bed adult acute inpatient unit in Palomar Health Medical Center Poway
- Total patient days, 4,451 annually
- Average Length of Stay, 8 days
- Average Daily Census, 12 patients

# Crisis Stabilization Unit

- 16 chair outpatient Crisis Stabilization Unit adjacent to ambulance bays of Palomar Health Medical Center Escondido
- Similar to Emergency Psychiatric Unit and/or Psychiatric Urgent Care with Average Length of Stay less than 24 hours
- Provides Crisis Intervention and Stabilization to 2782 patients annually (Average Daily Census of 16 patients/day)
- Estimated avoidance of Emergency Psychiatric Visits to Emergency Department of 8 patients per day
- Highest Performing CSU in San Diego County

Thanks for your Support!  
Any Questions?



# ADDENDUM E

# Patient Experience Focus Group(PEFG)

Tricia Kassab, VP Quality & Patient Safety |  
January 2023



# PEFG Accomplishments - 2022

- Revamped the meeting agenda to initiate with a patient story.
- Each meeting the council addresses a reflective question on improvement opportunities.
- Reviewed the 2014-2020 accomplishments for ideas moving forward.
- Provided input into the patient navigation pilot in the ED.
- Identified a PEFM member to participate in the Patient Medication Safety Committee
- Provided input into the quiet at night packs and Ask Me Buttons for outpatient procedure areas.

# PEFG Accomplishments - 2022

- Helped design the thank you cards sent to patient after discharge.
- Reviewed strategies to improve HCAHPS experience scores and provided feedback
- Learned about the discharge script used to call patients 24-48 hours post discharge.
- Reviewed the patient portal goals and application and provided feedback.
- Learned about the Palomar Health Recovery Center including goals, services, individualized treatment plans and referral process.
- Provided input into the falls prevention program and fall interventions to implement hospital-wide

# PEFG Accomplishments – 2022 (continued)

- July meeting focused on council purpose and future directions.
- Charter reviewed and updated.
- New Chair elected for a 2 year term.
- Brainstormed ways to publicize PEFG on the purpose of the council.
- Identified patient education materials to be reviewed by PEFG members prior to publication.
- Developed new member forms to include interview questions; nominating committee candidate recommendation form; ground rules.
- Developing a recruitment committee to identify interested patient and family members to join PEFG

# PEFG Next Steps

- Will work with a group to develop presentation on the Patient Experience Focus Group and educate the organization on its purpose.

# ADDENDUM F



# PALOMAR HEALTH FOUNDATION

2022 YEAR IN REVIEW





MIDDLE SCHOOL M.D. SUCCESS!



# HEALTH ROCKS!! FESTIVAL

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## FORENSIC MEDICAL TRAINING CENTER GRANT APPROVED

- Through the assistance of the Foundation, Palomar Health was approved for a **1.2 million dollar grant!**
- As of October 1, 2022, Palomar Health will be the designated hospital based training center for forensic medical exams in the state of California known as The California Clinical Forensic Medical Training Center
- These trainings will be run out of the newly opened One Safe Place





# SANTA'S WORKSHOP

# PALOMAR HEALTH FOUNDATION 2023



## CHILI BOWL COOK-OFF

- Palomar Health employees are encouraged to bring their creativity and a crockpot filled with their favorite homemade chili! Event taster tickets are featured which include: tastes of all entries, beer tasting, cornbread and all the fun!
- Escondido Firefighters will award a \$1000 cash prize along with a Chili Bowl Championship Ring
- Tasters will vote on a \$500 cash prize and trophy
- Opportunity: donors, volunteer servers, sponsors



## VALENTINE'S DAY COOKIE GRAM

- Palomar Health employees show appreciation to coworkers or an entire team by purchasing \$5 cookie grams
- In 2022, over 3,000 pops were sold with a goal of 4k in 2023!
- Opportunity: donors, volunteers (assembly/delivery), sponsors



## NATIONAL DOCTORS' DAY

- The Palomar Health Foundation shows appreciation for our healthcare heroes as part of National Doctors' Day
- Physician Lounges at both hospital campuses are decorated and stocked with tasty treats!
- Palomar Health Medical Group offices receive special care packages
- Opportunity: donors, volunteers, sponsors



## EGG-APALOOZA

- Palomar Health employee kiddos enjoy photos with the Bunny, an egg hunt, arts and crafts, food, games, music, and more!
- Opportunity: donors, volunteers (set-up & during event), sponsors



## LOUDEST LEGS MINI GOLF TOURNAMENT

- It's time to Par Tee at the first of its kind mini golf tournament where it's not so quiet on the green!
- A fun twist on a traditional tournament that includes both Palomar employees & the community (age 21+)
- Several prizes will be awarded including "Loudest Legs" for the best pants
- Opportunity: donors, volunteers (set-up & during event), sponsors



## ON THE BOARDWALK

- What better way to welcome summer than with a good old-fashioned Coney Island inspired event! You can just imagine the fun with hot dog/pie eating contests, rides, splash zone, inflatables, carnival games, music, dunk tank, traditional boardwalk foods, drinks and more!
- Opportunity: donors, volunteers (set up & during event), sponsors



## FOOD TRUCK FRENZY

- Food Truck Frenzy debuts summer of 2023!
- Employees and hospital visitors will enjoy a variety of culinary surprises all summer long at both hospital campuses
- Opportunity: sponsors



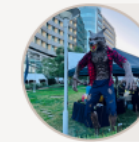
## PALOMAR HEALTH FOUNDATION BOARD RETREAT

- The Palomar Health Foundation retreat is a way for the Board of Directors to take stock and gauge progress in achieving the strategic plan. It's an opportunity to step out of the daily routine to discuss needed adjustments to the plan or other pivotal Foundation issues.
- Opportunity: sponsors



## HEALTH ROCKS!! GALA

- Building on the excitement of the Health Rocks Festival, the Health Rocks Gala will feature a headline performer, gourmet food, drinks, fellowship and fun!
- This event will alternate years with the Health Rocks Festival
- Opportunity: donors, volunteers (before/during event), sponsors



## HALLOWEEN SPOOKTACULAR

- Join the Palomar Health Foundation for a Spooktacular Halloween Party!
- 2022 was a big hit with over 250 attendees who enjoyed the trick-or-treat trail, inflatables, pumpkin patch, cake walk, costume contest, and fall inspired food/beverage.
- Opportunity: donors, volunteers (before/during event), sponsors



## SANTA'S WORKSHOP

- This program provides gifts for Palomar Health employees in need during the holiday season.
- Last year the Foundation was able to bring Christmas to 430 children through generous donations from Palomar's workforce and the broader community.
- Opportunity: donors, volunteers (before/during event), sponsors



## KEEP THE MOMENTUM GOING!

- It's easy to donate to the Palomar Health Foundation using the QR code pictured here or tailor a sponsorship package to suit your individual or corporate needs!  
mellanie.dean@palomarhealth.org



2023 ... A YEAR TO HEAL, COMFORT,  
AND PROMOTE HEALTH WITH THE  
PALOMAR HEALTH FOUNDATION!

2023 ... A YEAR TO HEAL, COMFORT, AND  
PROMOTE HEALTH WITH THE PALOMAR HEALTH  
FOUNDATION!

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We thank you for your continued support of the Palomar Health Foundation, and extend to you our wishes for a bright, happy and prosperous 2023! Continue the momentum with a gift today using our new convenient QR code!



# ADDENDUM G

# Marketing Update

**PALOMAR  
HEALTH**

Reimagining Healthcare







## Agenda

- 2022 Year in Review
  - Palomar Health in the Media
  - World-Class Physicians Introduced
  - Service Lines Highlighted
  - Secured Partnerships
- I Want My PHMG Campaign Results
- Digital Campaign Results
- 2023 and Beyond

# 2022 Year in Review

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



Introducing  
World-Class Physicians



Highlighting  
Various Service Lines



Developing  
Exciting Partnerships

**PALOMAR HEALTH**  
Reimagining Healthcare



# 2022 Palomar Health in the Media

## Media Moments to Remember:

- Olympics (1x :30)
- Emmy's (1x :30)
- MLB Wild Card (3x :30)
- MLB NLDS (4x :30)
- MLB NLCS (4x :30)
- MLB World Series 6x :30)
- Best Of San Diego
- Best of North County



Reimagining Healthcare Starts With  
*Removing the Fear* That Comes With it.

A World-Class Patient Experience *is About You.*

At Palomar Health, we take tremendous pride in the innovative technology we offer, including robotics. And we specialize in services in virtually all fields of medicine, including Neonatal Intensive Care, Pediatrics, Primary Care, Orthopedics, Cancer Care and Hospice. But it's the extraordinary level of care, compassion and dedication that our doctors, nurses and technicians place in every patient interaction that makes us special. We treat everyone we see like family, because nothing feels safer than family. Reimagining healthcare, it's how we're taking the fear out of healthcare and creating the world's best patient experience.

**PALOMAR HEALTH**  
Reimagining Healthcare  
PalomarHealth.org

## People Noticed.

At Palomar Health, we are reimagining the entire patient experience to provide world-class healthcare in your hometown.

**PALOMAR HEALTH**  
Reimagining Healthcare



*We Believe*

When it Comes to Reimagining Healthcare,  
*Opportunity is Endless*

As the CEO of Palomar Health, I feel a deep responsibility to the community. Nothing is more important than taking care of people and it is all we do. To achieve the extraordinary in healthcare, we must constantly seek better ways to improve every part of the patient experience. We want to provide excellent care, an excellent patient experience and excellent quality. To do this, it starts by reimagining the entire process, and at Palomar Health, that is exactly what we are doing.

Our purpose is to provide world-class healthcare. The community we are part of deserves the time, patience and personalized touch that healthcare should deliver. To achieve our goal of extraordinary healthcare, we must first take the fear out of healthcare so that each and every time someone walks through our doors, they feel safe, cared for and at home. Because when we open our arms to help any patient through a healthcare journey, we're also opening our hearts to ensure they are always treated like family.

There is so much to know about Palomar Health. We have the best doctors, nurses and technicians in San Diego and a top 100 ranking from U.S. News & World Report. Our two main medical campuses are state-of-the-art and equipped with the latest technology available.

But that's *just the beginning.*

Looking to the future, I could not be more excited about new expansion plans and innovations that are going to allow us to continue to serve our community in even bigger ways. We welcome you to rely on us for any of your healthcare needs, no matter where your journey has taken you this far and what is on the horizon for you.

Opportunities are endless, and together, we are reimagining healthcare the way *it should be.*

Doing everything we do for you.



Sincerely,  
*Diane Hansen*  
**DIANE HANSEN**  
President and CEO  
Palomar Health



February 2022

## Palomar Health Connects with the Community

At the start of 2022, we launched the Reimagining Healthcare campaign, with the goal of strategically making healthcare an approachable and celebrated part of life.

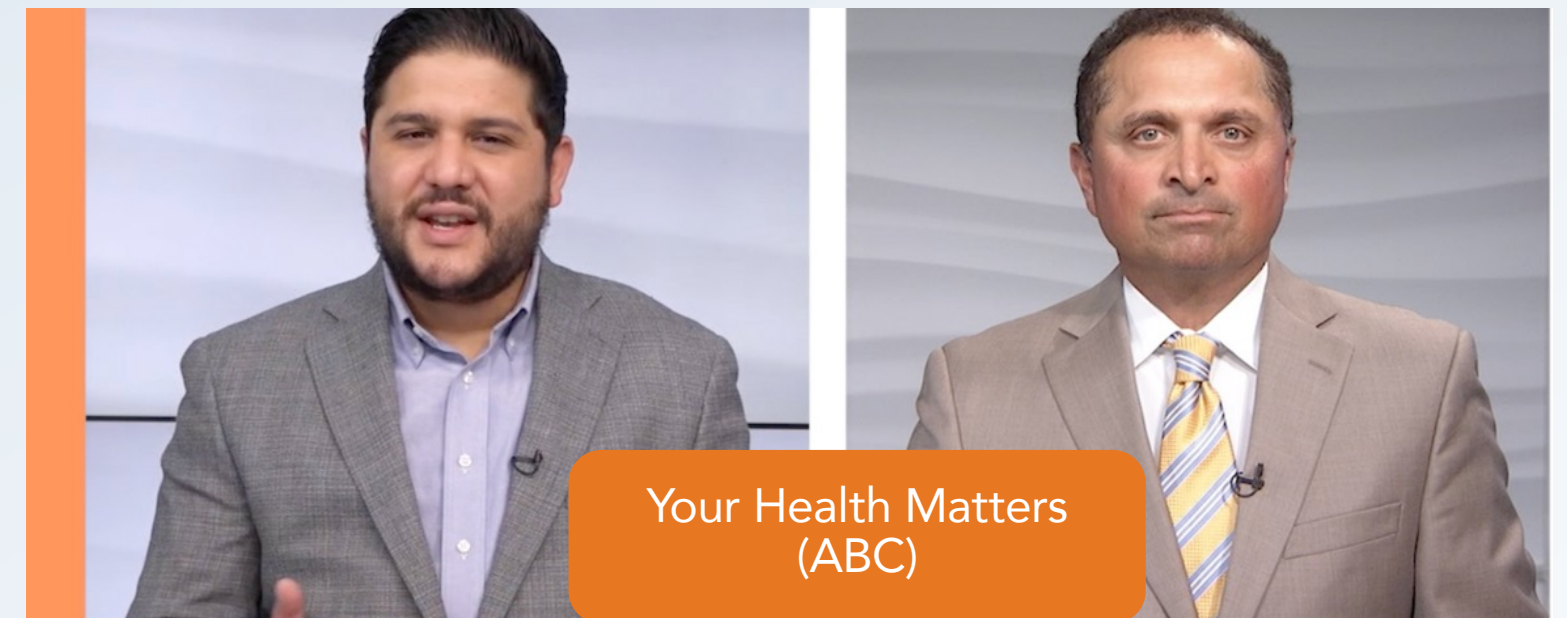
Through this campaign, the community understood:

- Who Palomar Health is
- What sets Palomar Health apart
- Goals of the organization
- Mission, vision and values

# Introduced the World-Class Physicians to the Community

2022 was full of pre-recorded interviews, healthcare roundtables and prime-time news segments so the diverse team of Palomar Health and PHMG physicians could speak to the community they serve:

- Dr. Phull, Oncology
- Dr. Khawaja, CMO of Palomar Health
- Dr. Shah, ENT
- Dr. Maletz, Internal Medicine
- Dr. Peters, Family Medicine
- Dr. Illich, Chief Audiologist
- Dr. Anthony, Urology
- Dr. Muchowski, Family Medicine
- Dr. Bried, Orthopedics



Print Media

## Highlighted Service Lines

Throughout 2022, InnoVision strategically highlighted various service lines based on current hospital initiatives, goals and achievements.

All print ads supported the "Reimagining Healthcare" strategy and used tactical messaging that reinforced how Palomar Health is taking the fear out of healthcare and offering an extraordinary patient experience.

Oncology - February 2022  
Introducing the new Cancer Institute



At the Palomar Cancer Institute,  
We Start with *Taking the Fear*  
Out of Cancer

### By Focusing on a *World-Class Patient Experience*

Everyone has been touched in some way by cancer. It could be you, a loved one, a colleague, a friend or even just an acquaintance that received a diagnosis of cancer. Regardless of the way you heard the news, the first reaction is almost always the same: one of fear and confusion about what the future holds.

At Palomar Health, so many of us have been touched by cancer too. It's why our team of incredible physicians, nurses and caregivers are so dedicated to changing what cancer treatment means to make every patient and their support system feel at home. We've been in their shoes and we know that the most important thing for a cancer patient to hear is that they're going to be taken care of throughout their cancer journey.

Our Palomar Health Cancer Institute has the latest technology and is always on the leading edge of innovation so that we can offer minimally-invasive surgical options, radiation oncology, 3D mammograms, liquid biopsy including next-generation sequencing, interventional oncology and infusion treatments that provide care where patients need it most. Every patient journey is customized and developed specifically for them to address their healthcare needs, challenges, questions and even fears when it comes to cancer treatment.

Care means something different to us because from the moment someone steps inside our doors, we pledge to treat them with empathy, understanding and respect so they are empowered to play a part in their cancer journey and reclaim control of their life. We strive to be the region's leader for excellence, quality and compassion. I welcome anyone, no matter where you or someone you know are in the cancer journey, to reach out to me personally, so that we can take the fear out of cancer together.



Sincerely,

*Hardeep Phull*

**DR. HARDEEP PHULL**  
Director of the Palomar Health Cancer Institute

Print Media

## Highlighted Service Lines

Throughout 2022, InnoVision strategically highlighted various service lines based on current hospital initiatives, goals and achievements.

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Maternity Care - May 2022  
Earned "Best Maternity Care" by Newsweek



Imagine a  
Women's Healthcare  
System That's Flexible  
to Fit Your *lifestyle*

At Palomar Health, We've Reimagined  
and Expanded Our Women's Health Services to  
Provide an Extraordinary Level of Care.

Throughout life's transitions, women's health  
needs are constantly evolving. From your initial  
consultation to family planning and beyond,  
our compassionate team is here to guide you  
and your family through all stages of life.



*Reimagine Women's Healthcare*  
**WE ARE.**

**PALOMAR  
HEALTH**  
Reimagining Healthcare

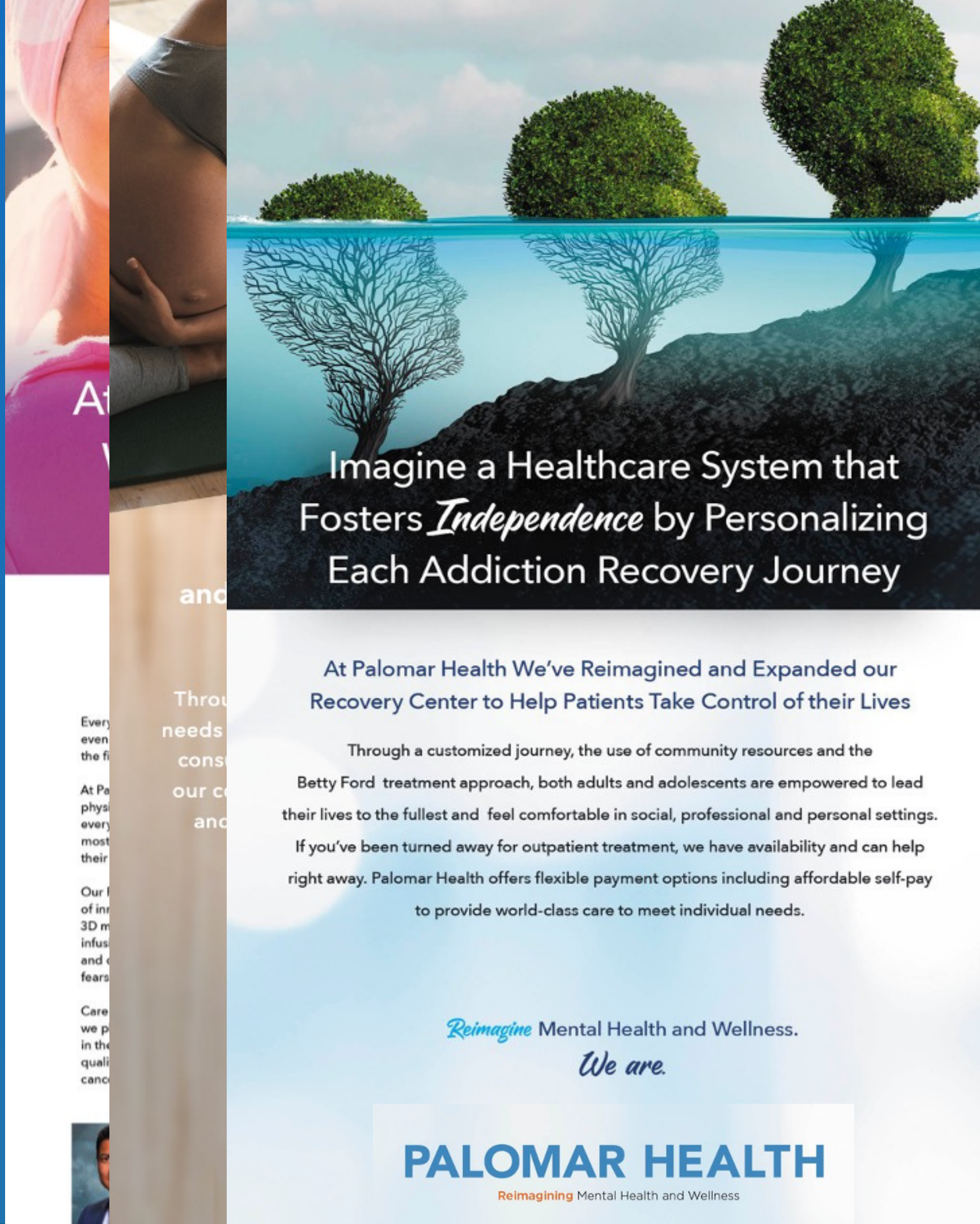
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Mental Health & Wellness - July 2022  
Recovery Center Expansion



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Imagine a Healthcare System that Fosters *Independence* by Personalizing Each Addiction Recovery Journey

At Palomar Health We've Reimagined and Expanded our Recovery Center to Help Patients Take Control of their Lives

Through a customized journey, the use of community resources and the Betty Ford treatment approach, both adults and adolescents are empowered to lead their lives to the fullest and feel comfortable in social, professional and personal settings.

If you've been turned away for outpatient treatment, we have availability and can help right away. Palomar Health offers flexible payment options including affordable self-pay to provide world-class care to meet individual needs.

*Reimagine* Mental Health and Wellness.  
*We are.*

**PALOMAR HEALTH**  
Reimagining Mental Health and Wellness





## Exciting New Partnerships

InnoVision Marketing Group's relationship with their media partners enabled Palomar Health to secure exciting new partnerships for the entire organization to enjoy at a favorable rate.



### SeaWorld

Palomar Health was able to host a 3-Day Employee Appreciation Event in August 2022.



### San Diego Gulls

Palomar Health became the Official Healthcare System for the San Diego Gulls.

# I Want My PHMG. Because...



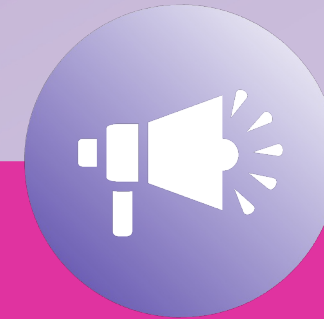
They are  
Taking the Fear Out  
of Healthcare

**Find a Doctor at  
IWantMyPHMG.com**

Most Major HMO and PPO  
Insurance Plans Accepted

**PALOMAR HEALTH**  
MEDICAL GROUP  
Reimagining Healthcare

## I Want My PHMG Campaign Results



Teaser Campaign

Aug 1 - Sept 5  
2022



Open Enrollment

Sept 6 - Dec 31  
2022

**PALOMAR  
HEALTH**  
Reimagining Healthcare

# Teaser Campaign Results

August 1, 2022 - September 5, 2022



962

Successful Emails  
prior to announcement

24,207

Unique Visits  
prior to announcement

28,765

Total Sessions  
prior to announcement

# Reveal Campaign Results

Sept 5, 2022 - Dec 31, 2022



Average Visits Per Day  
after PHMG reveal



Unique Visits  
after PHMG reveal



Total Sessions  
after PHMG reveal

# Reveal Campaign Results

Sept 5, 2022 - Dec 31, 2022

34%

Percent of users who:

- Clicked-to-Call
- Clicked "Find a Doctor" button
- Submit "Find a Doctor" Form



**PALOMAR  
HEALTH**  
Reimagining Healthcare

# Palomar Health & PHMG Websites

As of January 1, 2022, InnoVision Marketing Group concluded the [I Want My PHMG Campaign](#) and transitioned to the overarching [Reimagining Healthcare Branding Campaign](#).

Within the first 19 days of 2023, we saw exceptional numbers on both Palomar Health and PHMG, with weekends and nights being the most active.



## Palomar Health

28,922 new visits  
1,606 (avg. per day)



## PHMG

6,713 new visits  
373 (avg. per day)

## Find a Doctor Button

During the transition phase back into the Reimagining Healthcare branding campaign, InnoVision began tracking the Find a Doctor button on January 13th, 2023.

With only six days of tracking, Palomar Health and Palomar Health Medical Group saw an average of 171 clicks per day.



**171**  
**Users**

Clicking  
"Find a Doctor"  
Per Day

*We're hiring*  
for ED, OR,  
ICU and  
many more!



**PALOMAR HEALTH**  
*Reimagining Career Opportunities*

**APPLY NOW**

*Grow your* nursing career



**PALOMAR HEALTH**  
*Reimagining Career Opportunities*

**NOW HIRING**

*We offer* competitive  
pay for nurses



**PALOMAR HEALTH**  
*Reimagining Career Opportunities*

**NOW HIRING**

*With a San Diego*  
relocation bonus



**PALOMAR HEALTH**  
*Reimagining Career Opportunities*

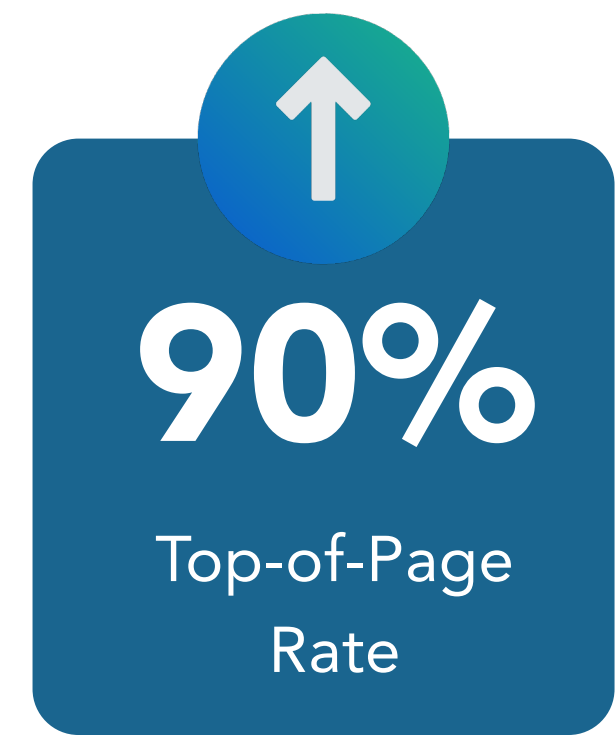
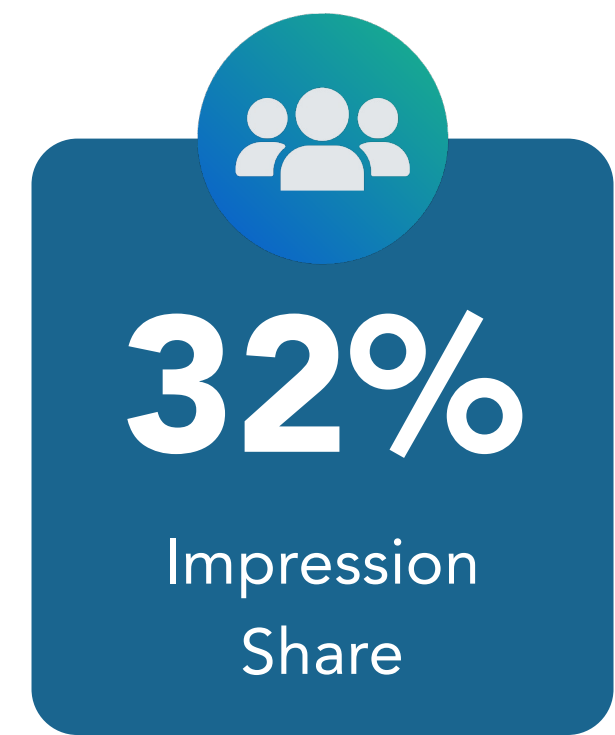
**APPLY NOW**

**+34%**  
new users to  
recruitment page

**+28%**  
recruitment page  
sessions

**Since the launch of the campaigns!**

# Digital Campaign Results



Palomar Health's campaigns outside of PPC outperformed the industry average!







# 2023 and Beyond

InnoVision Marketing Group is in the final stretch of media and new partnership negotiations for 2023 but has already secured some amazing opportunities for Palomar Health.



## Super Bowl LVII Commercial

Palomar Health will have a 30 second spot right after the half-time show on FOX5 San Diego.



## Humphreys by the Bay Sponsorship

Palomar Health will be featured in Humphreys media/collateral. Employees will attend concerts and more!

# PALOMAR HEALTH

Reimagining Healthcare

# Thank you!

