



PUBLIC HOSPITAL DISTRICT NO. 4, KING COUNTY
Board of Commissioners
MINUTES – SPECIAL MEETING
September 21, 2015, 6:30 p.m.
Snoqualmie Valley Hospital, Main Level, East/West Conference Rooms
9801 Frontier Avenue SE, Snoqualmie, WA

PRESENT:

Dariel Norris, President
David Speikers, Secretary
Joan Young, Commissioner
Gene Pollard, Commissioner
Ryan Roberts, Commissioner, (via telephone until arrival at approximately 6:45 pm)

ALSO PRESENT:

Jay Rodne, General Counsel
Tom Parker, Chief Operating Officer
Steve Daniel, Chief Financial Officer

EXCUSED:

Rodger McCollum, CAO/Superintendent – on vacation

CALL TO ORDER: The meeting was called to order at 6:30 pm. by Pres. Norris.

APPROVAL OF AGENDA –

A motion to approve the agenda was made and seconded. M/Young, S/Speikers

Discussion included amending the agenda to move Public Comment after the discussion of new business and taking action following public comment.

A motion was made and seconded to amend the above motion to approve the agenda as discussed. M/Pollard, S/Speikers

Further discussion ensued with a clarification that the amendment of the agenda is to list the public comment between the discussion and action of new business.

The motion to amend unanimously passed.

A vote was then taken on the motion to approve the agenda as amended and was unanimous.

NEW BUSINESS –

1. Resolution No. 482-0915 – Approving Execution of Engagement Letter with Eide Bailly. Steve Daniel, CFO, explained that the District wants to engage Eide Bailly to do a productivity study on our inpatient, emergency and rehab departments. The purpose of that is to give us information so that we can make better decisions to help as we go forward with next year's budget. This information will be benchmarked against other critical access hospitals.

There was further discussion regarding why we are not using a local firm and it was explained by Steve Daniel that Eide Bailly are experts on critical access hospitals and the swing bed program. A big part of this analysis will be staffing in the acute and swing bed departments. Eide Bailly is the best known expert in the accounting consulting area for critical access hospitals in the country. Ross Manson, an Eide Bailly principal, is very involved at all levels in policy area working with CMS and Steve has great trust in them. Tom feels that the value that Eide Bailly brings is their national standing and understanding of swing beds and how to go after the comparisons. They will be looking at hospitals across the country that have a similar profile to us. Comm. Roberts commented that Eide Bailly has the largest client base and data.

It was clarified that this engagement is not about workflow inasmuch as it is about understanding how we compare to like hospitals across the country on a number of productivity measures.

Discussion ensued with questions regarding the actual agreement. It was pointed out that there is a cost limit in the agreement and that if there was any increase, it would come before the board.

2. Resolution No. 483-0915 – Approving Proposal for television airtime from EZTVspots.com. This resolution before the board for consideration was introduced and explained by Tom Parker. EZTV is a local company that does phone production and placement of that production for local TV advertising. They come highly recommended to us. Through in-house committee work, it has been a task to learn how to pick an audience that is matched to the people who make decisions about that service. For example, to market the swing bed program television advertising would not be appropriate. The appropriate people to market would be discharge planners which is done more by direct marketing and relationship building. For purposes of the advertising under consideration in this resolution, the audience is really the broad community and more particularly, it is the woman in the household that is usually the decision maker of accessing healthcare services. Therefore, in terms of airtime we have focused on stations/channels that are predominantly viewed by women. The spots would be rotating that would go throughout all parts of the day.

The production has already started and the goal is to get the product on the airways between now and end of the year. A map showing the catchment area was included in the commissioner's packet which was discussed in some detail.

Extensive discussion ensued. The board would like to see research done on comparables for the same amount of money with Facebook, Google, etc. targeting commercial pay on the Ridge. It was felt that it would be more beneficial, for the money, to have short videos on social media that will get more specific targeted feedback.

The content that is being produced will be owned by the District and we would be able to put it to our Facebook page, website, etc.

As a result of this discussion, staff will take the following next steps:

- Look at comparisons between cable TV advertising in the referenced demographic and the website optimization and advertising via Facebook and Google ads and see what the comparison is in terms of those costs.
- Would like to go back to EZTV as they will most likely have some resources along those lines
- Will continue the production and meet with EZTV and talk about other ways to push that content out
- Will bring this additional information back to the board once compiled

It was further pointed out that if this information is pushed out via social media, it may be necessary to allocate staff time to monitor the Facebook messages because it would be important to provide responses.

PUBLIC COMMENT – None

NEW BUSINESS – ACTION ITEMS:

1. Resolution No. 482-0915 – Approving Execution of Engagement Letter with Eide Bailly.

Following introduction and discussion of the above resolution for consideration, a motion was made and seconded to adopt Resolution No. 482-0915 approving the execution of engagement letter with Eide Bailly. M/Speikers, S/Young

The board has been satisfied that Eide Bailly is the only logical choice to do this work and thinks it is reasonably priced.

There being no further discussion, the motion unanimously passed.

2. Resolution No. 483-0915 – Approving Proposal for television air time from EZTVspots.com.

A motion was made and seconded to table Resolution No. 483-0915. M/Speikers, S/Pollard

There was no further discussion and the motion unanimously passed.

Please note that the audio recording of this meeting of the Board of Commissioners for PHD #4 can be accessed on the District's website, Governance Page or at: <http://www.snoqualmiehospital.org/audio>.


NEXT SCHEDULED MEETING:

- Special Meeting will be held on September 30, 2015, 1 pm, Snoqualmie Valley Hospital, East/West Conference Rooms – Strategic Planning Session.

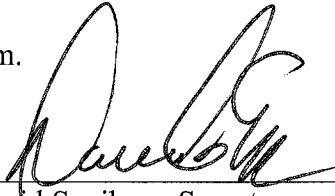
Regarding a facilitator: Jay Rodne contacted Ben Lindekugel at WSHA regarding facilitating the upcoming Strategic Planning session but unfortunately it did not work for his calendar. At Mr. Lindekugel's suggestion, Tom Parker contacted Jody Corona, who has done a lot of work with hospitals all over this area, and is waiting to hear back.

- Regular monthly business meeting will be held on Thursday, October 1, 2015, 6:30 pm, Snoqualmie City Hall, Council Chambers, 38624 SE River Street, Snoqualmie.

The motion was adjourned at approximately 7:38 pm.



Dariel Norris, President



David Speikers, Secretary