
UMC ProVidence Suite
Trauma Building, 5th Floor
800 Hope Place
Las Vegas, Clark County, Nevada
Thursday, October 13, 2016
3:00 p.m.

The University Medical Center Governing Board Strategic Planning Committee met in the ProVidence Suite, UMC Trauma Building, 5th Floor, Las Vegas, Clark County, Nevada, on Thursday, October 13, 2016, at the hour of 3:00 p.m. The meeting was called to order at the hour of 3:04 p.m. Chair Eileen Raney and the following members were present, which constituted a quorum of the members thereof:

CALL TO ORDER

Board Members:

Present:
Eileen Raney, Chair
Donald Mackay, MD
Robyn Caspersen
Renee Franklin (telephone)

Absent:
Mike Saltman (Excused)

Also Present:
Mason VanHouweling, Chief Executive Officer
Susan Pitz, General Counsel
Terra Lovelin, Board Secretary

SECTION 1. OPENING CEREMONIES

ITEM NO. 1 PUBLIC COMMENT

Acting Chair Raney asked if there were any persons present in the audience wishing to be heard on any item on this agenda.

None present

ITEM NO. 2 Approval of minutes of the regular meeting of the UMC Governing Board Strategic Planning Committee meeting on June 16, 2016. *(For possible action)*

FINAL ACTION: A motion was made by Dr. Mackay that the minutes be approved as recommended. Motion carried by the following vote.

ITEM NO. 3 Approval of Agenda *(For possible action)*

FINAL ACTION: A motion was made by Member Caspersen that the agenda be approved as amended. Motion carried by unanimous vote.

SECTION 2. BUSINESS ITEMS

ITEM NO. 5 Receive a report on 2016 1st Quarter Market Share (presentation by B&P Group). (For possible action)

DOCUMENT SUBMITTED: PowerPoint

DISCUSSION: Danita Cohen introduced B&P ad agency, they have been with UMC for eight plus years now and have done a great job of promoting our services.

Rob with B&P has been working on our account for five years now and discussed the increase in spending in advertising that has occurred over the last year. Rob and his team added in radio advertising this year and explained how they have focused on maintaining a television presence including national cine-media and connected TV platforms. Custom mobile geo fencing is another avenue that R&R are using to connect to a certain target audience.

Paid, social media, i.e. Facebook is another avenue that they are using and has the best targeting by far. It's a viable and trackable entity and they only get charged for it when someone clicks on the ad and wants to know more about UMC.

Ms. Cohen stated that UMC's name is very well recognized in the community after a discussion ensued about the effectiveness of various themes for recruiting private patients.

R&R staff concurred with Ms. Cohen and let Chair Raney know that the, "I survived campaign" is quite recognized and R&R has received very positive feedback on it.

Ms. Cohen let her know that they are targeting cardiology and specialty elective services with advertising.

Member Caspersen added that there needs to be a connection between our strategy and what we are saying in the media with our marketing.

Member Franklin thanked the staff at R&R and stated that they have done a great job. She also said we could work on the perception that UMC is the hospital to go to instead of the hospital to go to only if you have been in an accident.

Mr. VanHouweling said that there is a lot of support for the "Home Town Hospital." People come up to him all the time and tell him about their good experience at our Quick Cares.

FINAL ACTION: Chair Raney asked if B&P can come back every six months for an update on the campaign.

ITEM NO. 4 Receive an update on Competitive Landscape. (For possible action)

DOCUMENT SUBMITTED: Handouts

DISCUSSION: Chair Raney asked if we were doing grand opening parties for the Quick Cares.

Ms. Cohen replied that when each Quick Care is finished with their individual remodel, the plan is to host a grand reopening.

Dedicated observation units were discussed in the ER.

Chair Raney asked about expanding the hours in the Quick Care and Mr. Chung replied that it has to do with demand and revising the staffing model. Three physician extenders have been hired and the Southern Highlands location has been staffed with one of these extenders.

It was asked if ICARE has been rolled out to all the clinics and Ms. Cohen replied that it has been rolled out to each one and is being practiced.

FINAL ACTION: None taken

ITEM NO. 6 Receive updates on the following Approved Projects: Patient Pal, Southern Highlands, Robotics and Diamond Consulting. (For possible action)

DOCUMENT SUBMITTED: None submitted

DISCUSSION: Mr. Cova provided a brief update with regards to these topics.

Patient Pal has been helpful in bringing in primary care patients from our Quick Cares and ER.

On July 11, we started the partnership with Diamond Consulting regarding our behavioral health patients. Our Two South Unit stays very busy with behavioral health patients. In the short, four month engagement Diamond Consulting did great things including an improved sitter model, making us more efficient and providing great cost savings.

With regards to robotics, the payer mix for the hospital was discussed. (49% Medicaid, 2% self-pay)

Chair Raney asked Mr. Cova to separate the Medicaid and Self pay data.

FINAL ACTION: None taken

ITEM NO. 7 Discuss status of proposed Quick Care site at Blue Diamond. (For possible action)

DOCUMENT SUBMITTED: 2016 Ambulatory Expansion

DISCUSSION: Ms. Cohen explained that we are boosting the efforts for advertisement for the new clinics including bill boards and radio advertisements. We are also advertising in the newsletters and zip code magazines.

The Southern Highlands clinic had a soft opening on August 8, 2016 and is currently being run by a nurse practitioner. Currently the clinic is running at 13 patients a day and a physician will be coming on board soon. The clinic is on target with what was projected.

Mr. Cova briefed the committee on the proposed Blue Diamond clinic. The proposed location for Urgent Care would be on the corner of Decatur and Blue Diamond. There are about 40,000 people in that area and has a high growth rate. There is also a very high traffic count in the area with almost 50,000 people driving by that area every day. There are also no urgent cares within the zip code of 89139.

Mr. Chung explained that this facility would be built to suit and is about 6000 square feet. It will be staffed with two full time providers, a physician and a non-physician provider. There will be two clinic shift supervisors, one of which is an RN, a radiology tech and three LPNs/CNAs. There will be two admitting representatives up front as well.

According to the proforma, (40 visits per day), the anticipation is in six months this location will get to the level needed for two providers.

Member Caspersen inquired about the throughput to the hospital from the clinic and Mr. Cova stated his expectations.

Chair Raney suggested earmarking money to help with the cost of the clinics over the next five years.

FINAL ACTION: A motion was made by Dr. Mackay that the item be approved as amended. Motion carried by unanimous vote.

ITEM NO. 8 Discuss CEO annual incentive compensation performance standards as it relates to the subject matter relevant to the Strategic Planning Committee and make a recommendation to the Human Resources and Executive Compensation Committee. (For possible action)

DOCUMENT SUBMITTED: None submitted

DISCUSSION: This item will be placed on the December agenda for further discussion.

FINAL ACTION: None taken

ITEM NO. 9 Identify emerging issues to be addressed by staff or by the Strategic Planning Committee at future meetings, and direct staff accordingly. *(For possible action)*

No emerging issues.

COMMENTS BY THE GENERAL PUBLIC:

At this time, Chair Raney asked if there were any persons present in the audience wishing to be heard on any items not listed on the posted agenda.

SPEAKER(S): None

There being no further business to come before the Board at this time, at the hour of 5:25 p.m. Chair Raney adjourned the meeting.

APPROVED: December 15, 2016
MINUTES PREPARED BY: Terra Lovelin