

**NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
BOARD OF DIRECTORS – REGULAR MEETING
DRAFT**

A regular meeting of the Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center was held on April 4, 2011 in Conference Room 2/3/4/5, First Floor. The following members, representing a quorum, were present:

J. J. Parrish III, Chairman
Herman A. Cole, Jr.
Peggy Crooks
Billie Fitzgerald
Robert L. Jordan, Jr., C.M.
Lee Moore
Jerry L. Noffel
Maureen Rupe

Member(s) Absent:

Patricia C. Manning, Ed.D. (excused)

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Parrish called the meeting to order at 4:30 p.m.

PLEDGE OF ALLEGIANCE

Mr. Parrish led the Board of Directors, staff and public in reciting the Pledge of Allegiance.

PMC'S VISION – *Healing Families – Healing Communities*

Mr. Parrish led the Board of Directors, staff and public in reciting PMC's Vision – *Healing Families – Healing Communities*.

APPROVAL OF AGENDA

The following motion was made by Mr. Jordan, seconded by Mr. Cole and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE AGENDA AS PRESENTED.

REVIEW AND APPROVAL OF MINUTES

The following motion was made by Mr. Cole, seconded by Mr. Jordan and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE MINUTES OF THE MARCH 7, 2011 MEETING AS DISTRIBUTED.

RECOGNITIONS – Michelle Dullard, PMC Executive Chef

Ms. Cavallero introduced Ms. Michelle Dullard, new executive chef at Parrish Medical Center, and summarized her recent work history. Ms. Dullard stated she is excited to be here and working with the cooks and caterers. A warm welcome was extended to Ms. Dullard.

John Zambos, M.D.

On behalf of the Board of Directors, Mr. Parrish extended congratulations to Dr. Zambos for his recent recertification by the American Board of Surgery (ABS).

Other

There were no other recognitions.

OPEN FORUM FOR PHYSICIANS

There were no items presented during the open forum for physicians.

UNFINISHED BUSINESS

No items were presented.

NEW BUSINESS – “Use of Parrish Medical Center Service Mark (Logo)/Corporate Branding Standards,” Policy 9500-166

Ms. Sellers discussed the development of Policy 9500-166, Use of Parrish Medical Center Service Mark (Logo) Corporate Branding Standards, and stated that this has been a department policy that she is proposing to make an Administrative policy. Discussion ensued and the following motion was made by Ms. Crooks, seconded by Mr. Jordan and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE POLICY 9500-166, THE USE OF PARRISH MEDICAL CENTER SERVICE MARK (LOGO)/CORPORATE BRANDING STANDARDS, AS PRESENTED.

MEDICAL STAFF REPORT RECOMMENDATIONS/ANNOUNCEMENTS – “Ethics” Policy 9500-32

Dr. McMahon reviewed the Medical Executive Committee recommendation to approve the revised “Ethics” Policy 9500-32. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Mr. Cole and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE REVISED “ETHICS” POLICY 9500-32, AS PRESENTED.

“Medical Records Completion Policy”, Policy 9900-70A

Dr. McMahon reviewed the Medical Executive Committee recommendation to approve the revised “Medical Records Completion Policy,” Policy 9900-70A. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Mr. Cole and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE REVISED “MEDICAL RECORDS COMPLETION POLICY,” POLICY 9900-70A, AS PRESENTED.

RESIGNATIONS

Dr. McMahon noted the resignations of Luis G. Marrero, M.D. and Elizabeth March, PA. This was presented for information only; no action required.

CONSENT AGENDA

Mr. Parrish asked if anyone from the Board or public wished to remove any item(s) from the revised consent agenda; no items were removed. Discussion ensued and the following motion was made by Mr. Cole, seconded by Mr. Jordan and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE FOLLOWING CONSENT AGENDA ITEMS:

A. QUALITY COMMITTEE

- 1. TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE CONCURRENT CLINICAL DOCUMENTATION CLARIFICATION POLICY.**

B. BUDGET AND FINANCE COMMITTEE

- 1. TO RECOMMEND TO THE BOARD OF DIRECTORS TO DECLARE THE EQUIPMENT LISTED IN THE REQUEST FOR DISPOSAL OF OBSOLETE OR SURPLUS PROPERTY FORMS AS SURPLUS AND OBSOLETE AND DISPOSE OF SAME IN ACCORDANCE WITH FS274.05 AND FS274.96.**

C. PLANNING, PHYSICAL FACILITIES AND PROPERTIES COMMITTEE

- 1. TO RECOMMEND THE BOARD OF DIRECTORS AFFIRM THE SELECTION OF LOYD CONTRACTING, CO., INC. AS THE HEALTH VILLAGE WEST GENERAL CONTRACTOR FOR THE TAYLOR-DUNN HOUSE PROJECT AND THE EXECUTION OF A GENERAL CONTRACTOR SCOPE OF WORK AGREEMENT IN AN AMOUNT NOT TO EXCEED \$362,580.**

D. EXECUTIVE COMMITTEE

- 1. RECOMMEND THE BOARD OF DIRECTORS APPROVE MANAGEMENT TO INVESTIGATE THE POSSIBILITY OF ASSISTING THE CITY AND COUNTY IN THE REDEVELOPMENT OF NORTH BREVARD.**

COMMITTEE REPORTS – Quality Committee

Mr. Lee Moore reported that next month the Committee plans to finalize the Quality Dashboard, which will be a tracking device for the Committee. He stated he is very happy with the physician cooperation with the Board's Quality Committee. Mr. Lee Moore also reported that Dr. McMahan was elected unanimously as the Committee Vice Chairman.

Budget and Finance Committee

Mr. Cole reported that all items were covered on the consent agenda.

Executive Committee

Mr. Jordan reported that all items were covered on the consent agenda.

Planning, Physical Facilities and Properties Committee

Ms. Rupe reported that all items were covered on the consent agenda.

PROCESS AND QUALITY REPORT

Mr. Parrish noted the Process and Quality Report included in the agenda packet. Mr. Mikitarian noted that Mr. Loftin, Ms. Sellers, Ms. Chaidin and Ms. Vieira have been extensively involved in our HCAHPS work, and noted the discussions relative to what percent of the value based performance score will be based on HCAHPS, which will ultimately affect PMC's reimbursement. Mr. Mikitarian reported he will keep the Board informed as he receives additional information. Copies of the following Game Plan documents are appended to the file copy of these minutes.

- A. Service Goal – Achieve and Maintain HCAHPS Patient Satisfaction Scores in Top 10% Nationally by 2011
 - 1. HCAHPS Survey Questions on Environmental Services
 - 2. PRC Survey Questions on Food & Nutrition Services
- B. People Goal – Achieve and Maintain Engagement Scores in Top 10% Nationally by 2011
 - 1. CareHere! Clinic Appointments (Graphs 1 & 2)
- C. Quality Goal – Achieve and Maintain Quality Indicators in Top 10% Nationally by 2011 through the Constant Pursuit of Perfection
 - 1. Total Hip Replacement Indictors
 - 2. Total Knee Replacement Indicators
- D. Growth Goal – Achieve and Maintain 10% or Less Outmigration in Primary Service Area by 2011
 - 1. Orthopedic/Neurosurgery and Women's Procedures
 - 2. Angioplasty Procedures
- E. Finances Goal – Achieve and Maintain Credit Rating in Top 10% Nationally by 2011
 - 1. Financial and Statistical Reports – February
 - 2. Operating Margin by Month
 - 3. Operating Margin by Year

Other Related Management Issues/Information

No items were presented.

Hospital Attorney

Legal counsel did not have a report/update this month. A copy of the March 23, 2011 letter summarizing the February 2011 invoice is appended to the file copy of these minutes.

Announcements of Tentatively Scheduled Upcoming Meetings

Mr. Parrish noted the tentative schedule of upcoming meetings.

1. Ad Hoc Credentials Review Committee Executive Session
May 2, 2011
Vice President – Nursing Conference Room
Noon
2. Budget and Finance Committee
May 2, 2011
Executive Conference Room
1:00 p.m.
3. Board of Directors Executive Session
May 2, 2011
Executive Conference Room
(To commence no earlier than 2:00 p.m.)
4. Executive Committee
May 2, 2011
Executive Conference Room
5. Educational, Governmental and Community Relations Committee
May 2, 2011
First Floor, Conference Center
6. Planning, Physical Facilities and Properties Committee
May 2, 2011
First Floor, Conference Center
7. Board of Directors
May 2, 2011
First Floor, Conference Center
(To commence no earlier than 4:30 p.m., immediately following the last Committee meeting)
8. Quality Committee
May 3, 2011

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Executive Conference Room

10:00 a.m.

OTHER

No other items were presented.

CLOSING REMARKS

Mr. Cole discussed the upcoming Titusville Rotary Celebrity Chef event and reported that ten (10) \$1,000 scholarships will be given to qualifying graduating seniors from Titusville, Astronaut and Space Coast High Schools.

Mr. Parrish discussed the recent Dance Marathon at the University of Florida, which is the largest student-run fund raiser at the University, and reported that this year's event raised \$718,000 for the Children's Miracle Network at Shands Children's Hospital.

OPEN FORUM FOR PUBLIC

No items were presented.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 4:45 p.m.

Billie Fitzgerald
Secretary