

DISTRICT HEALTH NEWS

Marin Healthcare District. Creating a Healthier Marin Together.

FALL 2015

Spotlight on MGH Board Building Committee Chair, David Hill

Communications expert, David Hill, has been a member of the Marin General Hospital Board of Directors



since its inception, five years ago. During that time, the hospital has reverted to public ownership, forged collaborations with UCSF for both neurosurgery and

perinatal and pediatric care, earned prestigious accreditations, and begun construction on a state-of-the-art new hospital building. In fact, Mr. Hill is the Chair of the Board's Building Committee and helped craft the vision for the new hospital. But if you ask Mr. Hill what he believes is the board's greatest achievement to date, his answer is surprisingly succinct: "We're still here."

Mr. Hill first got involved with Marin healthcare in 2002, when he helped physicians Dr. Larry Bedard and Dr. Jamie Clever campaign to win seats on the board of the Marin Healthcare District. When Mr. Hill was invited to join the hospital transition committee in 2008, the future of the hospital was in doubt. According to the naysayers, there was no way an independent community hospital could survive as a stand-alone enterprise.

(Continues inside)

Measure F Bond Oversight Committee

In November of 2013, the people of Marin voted to authorize measure F, a \$394 million general obligation bond. Revenues from the bond sale are financing Marin General Hospital's "MGH 2.0" expansion project and state-mandated seismic upgrades. These essential upgrades will allow our hospital to remain operational in the event of an earthquake or other disaster.

The Marin Healthcare District Board of Directors is in the process of forming a General Obligation Bond Oversight Committee. The committee, consisting of seven community members, will monitor the expenditure of revenues from Measure F to ensure that the bond proceeds are put to the best possible use. The committee's role will be to represent, advocate, and promote the interest of District taxpayers and keep the public informed about the allocation of funds from Measure F.

Meetings will be held quarterly until completion of the project.

The search for committee members is being led by Dr. Hank Simmonds, and Dr. Larry Bedard, the Chair and Director (respectively) for the District Board. Committee members cannot be on the Hospital, District, or Foundation board or on any other related committee, and they must meet the following criteria:

- A Marin address
- Unimpeachable integrity
- Relevant expertise, such as finance, construction, or healthcare experience
- Willingness to serve for a minimum of two years

Another important requirement is being willing and able to work without compensation. When asked what might move an individual to put this much time and effort into an unpaid position, Dr. Simmonds doesn't hesitate: "Pride in Marin, good experiences with the hospital, altruism, and the desire to do the right thing." He and Dr. Bedard hope to have the committee staffed by November of this year.



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(Spotlight continued)

As recently as 2013, *Trustee Magazine*, a special publication for healthcare boards, ran an article predicting the demise of the independent hospital. And yet, Marin General Hospital has increased capabilities, attracted impressive new talent, and raised the funds for a whole new facility.

Like the many Marin voters who passed measure F to fund our new hospital building, Mr. Hill has a personal understanding of our hospital’s importance to this community. A resident of Marin since 1967, he has been a patient at Marin General Hospital, and his children were born here. When Mr. Hill speaks of the new hospital, his enthusiasm is evident. He sees the elegant new building as “a mark of distinction, a statement that visually withstands the test of time.” As for the hospital itself, he believes it will “make for healthier citizens, improve patient experience and outcomes, attract and engage diverse people, and serve as an economic engine for Marin.”

For David Hill, his long involvement with Marin General Hospital has been an invaluable opportunity to give back to the community he loves. “If I were writing my own epitaph,” he says with a smile, “I would say I helped create a world-class hospital.”

3-Month Construction Milestones

It may still be early in the process, but MGH 2.0 is beginning to take shape. Here is a preview of the milestones that will be met by the end of this year:

Garage

The foundation for this new employee garage should be complete by the end of October, and the second level, by the end of December. The road leading to the parking structure is being widened, and that work should be done by then, too. The structure is expected to open Summer 2016.

West Wing “Make Ready”

The new plan calls for alterations that connect the West Wing to our new towers. These alterations will necessitate the brief closure of hospital meeting rooms and construction of a temporary lobby, all expected to reopen by the end of the year.

Exterior Demolition

Exterior demolition of the existing East Wing will begin at the end of December.

Sneak Peak: MGH 2.0 Renderings



Modular Signage System



Interior Wayfinding

A Way With Wayfinding

When it comes to designing signage and wayfinding for our new hospital, it’s hard to think of a better choice than the San Francisco graphic consulting firm of Propp + Guerin. Wayfinding systems are a Propp + Guerin specialty, and the firm’s impressive client list includes famous names such as Pixar, Freddie Mac, Jones Day, the World Bank, Genentech, and Stanford University Hospital.

We turned to them for innovative solutions that make signage easier to read, easier to maintain and better for patient and staff access and flow. Designs were created with three major requirements in mind:

Simplicity and Readability

Language on all signage should be simple, concise and consistent. Exterior signage must be readable from a car going 30 mph. Because Marin has a large older population, Propp + Guerin chose larger font sizes and pushed the contrast between the lettering and the background.

Flexibility

In keeping with the hospital’s modular design, the hospital signage needed to be adaptable. Propp + Guerin settled on a modular system that can be easily switched out for cost efficiencies, and digital kiosks for wayfinding inside the building.

Elegance

Propp + Guerin wanted the signage to be welcoming, “like you are arriving at a 5-star hotel.” The idea is less old-school hospital and more high-end hospitality.

For the exterior signage, Propp + Guerin designed freestanding, four-sided posts, readable from all sides and illuminated from within. The hospital’s entrance sign, set in a concrete base to echo the new

retaining wall, will be subtly lit from the ground. Inside the hospital, there will be a mix of conventional and digital signage. “Everybody takes in information in different ways,” Mr. Guerin explains. “Some people ask for help, some read everything, some want to get it digitally.”

Each floor will be color-coded, with elevator doors marked by floor and wing. There will be touch-operated digital kiosks at every corner. A giant digital wall, used for wayfinding, alerts, or messaging, will enliven the main lobby. “Signage,” Mr. Guerin asserts, “must serve the end user and feel like it’s part of the larger picture.” Based on this criteria, the wayfinding design will be as effective as it is attractive.

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The Marin General Hospital Board Building Committee

David Hill, Chair, Marin General Hospital Board Building Committee, Marin General Hospital Board Member

Lee Domanico, Chief Executive Officer of Marin General Hospital, Chief Executive Officer of Marin Healthcare District

Paul Kirincic, Chairman, Marin General Hospital Board

Gene Marie O'Connell, RN, MS, Marin General Hospital Board Member

Andrea Schultz, Chair, Marin General Hospital Foundation Board, Marin General Hospital Board Member

Jerry Cahill, Community Member

Kerry Davidson, MD, Adult Hospitalist, Marin General Hospital

Ivan Poutiatine, Community Member

Leonard Rifkind, Esq, Community Member



100B Drake's Landing Road, Suite 250
Greenbrae, CA 94904

