

Marin Healthcare District Newsletter

September 16, 2009

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Transition Advisory Committee



Dear Marin Healthcare District Residents,

Preparations for the transfer are continuing to be finalized. At last week's regular MHD Board meeting, the District Board approved the Corrective Action Process and the Hospital and District Board Roles and Reserve Powers. On the all-important topic of financing, MHD has also received interest from potential lenders for funding debt and providing lines of credit.

This month, we are proud to launch an expansion of our communications campaign. As you know, we have made a commitment to remain transparent during the transition process. We understand that the transfer is complicated and many people have many questions about what is happening and what is going to happen. To that end, we continue to maintain a steady flow of communications through newsletters, meetings, FAQs, a blog (<http://marinhd.wordpress.com>), and now, through an ad campaign. Be on the lookout for MHD's new campaign slogan, "Why Not?"

As always, questions, suggestions and other feedback for MHD are welcome. Please feel free to email MHD at info@marinhealthcare.org

Sincerely,
Lee Domanico
Chief Executive Officer

Public Town Hall Meeting

"The Future of MGH" Town Hall Meeting for All

MHD is holding a Town Hall meeting for the public, MGH employees, and friends of MGH. MHD will provide updates on the transition followed by a Q&A.

The Town Hall meeting will take place on:

September 30, 6pm-8pm
Community Room at the Drakes Landing Office Park
300 Drakes Landing Road (across the hall from Jason's Restaurant)
Greenbrae, CA

Harvey D. Bichkoff, CEO of California Cancer Care, Inc., Master of Public Health, University of California, Berkeley

David Hill, Former Chairman of KQED, Founder Saatchi Corporate Communications Co., author

Ann K. Kao, M.D., Cardiologist, Fellow of American College of Cardiology

David S. Joyner, S.V.P of Blue Shield of California, Master of Business Administration, The Wharton School, University of Pennsylvania, former Manager Bain and Company

Derek Parker, former Principal and Chairman of Anshen & Allen Architects

Robert Peirce, President of Warm Springs Holdings, LLC, former Chairman and CEO of Oadian Hospitals and Care Centers

Mara Perez, Founder of Mara Perez PhD Development and Planning Services, PhD in Sociology, University of Chicago

Steve Schroeder, M.D., Director of Smoking Cessation Leadership Center at UCSF, Distinguished Professor of Health & Health Care, University of California, San Francisco, Graduate of Stanford University and Harvard Medical School

Timothy Sowerby, M.D., Gastroenterologist, American Board of Internal Medicine and Gastroenterology, Charing Cross and Westminster Medical School, University of London

For More Information

www.marinhealthcare.org
info@marinhealthcare.org
(415) 464-2090

RSVPs are appreciated (call 415-464-2090 or send an email to info@marinhealthcare.org).

Board Approves Corrective Process, Roles & Powers

Setting Up the Framework for Governance

At last week's regular board meeting, MHD approved the Corrective Action Process and the Hospital and District Board Roles and Reserve Powers. While MGH will not be under community governance until June 30, 2010, MHD set in place a framework to guide the District and the Hospital.

The Corrective Action Process was developed in anticipation of possible, though highly unlikely, issues. Under MHD oversight, MGH will be held to specific performance goals and metrics (results will also be made public). The Process will provide early signs of potential problem areas well in advance of serious issues.

As a result of the transfer, the relationship between MGH and MHD will have a fundamentally different dynamic. Whereas with Sutter, MHD and MGH have a landlord-tenant relationship, after the transfer, MHD and MGH will have a parent-subsidiary relationship. The Hospital and District Roles and Reserve Powers delineate the responsibilities and authorities assigned to the District Board and the Hospital Board under this new relationship.

Expansion of Communications Program

Launch of "Why Not?" Campaign

Last week, MHD launched a new communications campaign. You might have already seen the ads in the *Marin Independent Journal* and/or buttons bearing the campaign theme - "Why Not?"

Driving the campaign is the recognition that MGH already has top medical talent, state-of-the-art technology and highly rated medical care. Why not aim higher? Why not aim for world class excellence?

The campaign was launched last week in the *Marin IJ* and will continue through the rest of September and October. Each week, the campaign will feature MHD's plans for continuing excellence at MGH following the transfer.

If you would like to request a "Why Not?" button to show your support, give us a call at (415) 464-2090, email us with your mailing address at info@marinhealthcare.org, or visit the MHD office to pick up a button in person.

MHD Wants to Hear From MGH Employees

Getting Your Questions Answered

MHD is making a concerted effort to be accessible to MGH employees. As the transfer date draws near, here are the different ways MGH employees can come to MHD with questions, concerns, suggestions, etc.

- **Off Campus Meetings**

We hold "office hours" every Monday from 11:30 am to 1:30 pm in August and September. These meetings are held at the District office at 100B Drakes Landing Road, Suite 250, in Greenbrae. During office hours, we meet informally with MGH employees who wish to share ideas and to become better acquainted. Food will be provided for those wishing to join us.

- **24/7 MGH Employee Toll Free Hotline: 877-767-5717**

Call anytime day or night and leave a message, question or comment for MHD. If you provide info for response we will make every attempt to get back to you personally. If your question may be of interest to many others, we may also print it in and upcoming FAQ or Newsletter. We will not disclose your identity.

- **Email us a question or comment: info@marinhealthcare.org**

- **Weekly blog post on <http://marinhd.wordpress.com>**

Feel free to leave a comment or a question on the blog.

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