

MARIN HEALTHCARE DISTRICT

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

www.marinhealthcare.org

Telephone: 415-464-2090

info@marinhealthcare.org

Fax: 415-464-2094

TUESDAY, MARCH 14, 2023

BOARD OF DIRECTORS

5:30 PM: REGULAR OPEN MEETING

Board of Directors:

Chair: Brian Su, MD (Division 3)
Vice Chair: Edward Alfrey, MD (Div. 5)
Secretary: Ann Sparkman, RN/BSN, JD (Div. 2)
Directors: Jennifer Rienks, PhD (Div. 4)
Samantha Ramirez (Div. 1)

Staff:

David Klein, MD, MBA, CEO
Eric Brettner, CFO
Colin Leary, General Counsel
Louis Weiner, Executive Assistant

Location for Board:

MarinHealth Medical Center, Inverness Room
250 Bon Air Road, Greenbrae

Public via Zoom video:

<https://mymarinhealth.zoom.us/join>

Meeting ID: 912 8274 6041

Passcode: 641461

Or via Zoom telephone: 1-669-900-9128

AGENDA

5:30 PM: REGULAR OPEN MEETING

	<u>Presenter</u>	<u>Tab #</u>
1. Call to Order and Roll Call	Su	
2. General Public Comment <i>Any member of the audience may make statements regarding any items NOT on the agenda. Statements are limited to a maximum of three (3) minutes. Please state and spell your name if you wish it to be recorded in the minutes.</i>	Su	
3. Approve Agenda (action)	Su	
4. Move to reconfirm findings under Assembly Bill 2449 and extend Resolution MHD 2022-06 to continue virtual meetings of the Marin Healthcare District (action)	Su	#1
5. Approve Minutes of the Regular Meeting of February 14, 2023 (action)	Su	#2
6. Disclosure of Action Taken at Board Special Closed Session, Feb. 17, 2023	Klein	
7. Marin Healthcare District Rebranding	Klein/	
a. MHD Rebranding	Kinney	#3
b. Website Redesign		
c. Branding Workgroup		
d. Budget (action)		

The agenda for the meeting will be posted and distributed at least 72 hours prior to the meeting.
In compliance with the Americans with Disabilities Act, if you require accommodations to participate in a District meeting please contact the District office at 415-464-2090 (voice) or 415-464-2094 (fax) at least 48 hours prior to the meeting.
Meetings open to the public are recorded and the recordings are posted on the District web site.

MARIN HEALTHCARE DISTRICT

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

www.marinhealthcare.org

Telephone: 415-464-2090

info@marinhealthcare.org

Fax: 415-464-2094

TUESDAY, MARCH 14, 2023

BOARD OF DIRECTORS

5:30 PM: REGULAR OPEN MEETING

- 8. Committee Reports
 - a. Finance & Audit Committee (met February 28) *Alfrey*
 - b. Lease & Building Committee (met March 8) *Rienks*
- 9. Reports
 - a. District CEO's Report *Klein*
 - b. Hospital CEO's Report *Klein*
 - c. Chair's and Board Members' Reports *All*
- 10. Agenda Suggestions for Future Meetings *All*
- 11. Adjournment of Regular Meeting *Chair*

Next Regular Meeting: Tuesday, April 11, 2023 @ 5:30 p.m.

Tab 1



MARIN HEALTHCARE DISTRICT BOARD OF DIRECTORS
RESOLUTION NO. MHD 2022-06
RESOLUTION AUTHORIZING REMOTE TELECONFERENCE MEETINGS
PURSUANT TO AB 2449

WHEREAS, all Marin Healthcare District (“District”) meetings are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963); and

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency to make additional resources available, formalize emergency actions already underway across multiple state agencies and departments, and help the State prepare for a broader spread of the novel coronavirus disease 2019 (“COVID-19”); and

WHEREAS, on March 17, 2020, in response to the COVID-19 pandemic, Governor Newsom issued Executive Order N-29-20 suspending certain provisions of the Ralph M. Brown Act in order to allow local legislative bodies to conduct meetings telephonically or by other means; and

WHEREAS, as a result of Executive Order N-29-20, District staff set up virtual meetings for all meetings of the District Board of Directors and its committees (collectively, “District Meetings”); and

WHEREAS, certain teleconferencing allowances were made under subsequently-enacted AB 361 (2021) and AB 2449 (2022) that replaced now-repealed Executive Order N-29-20; and

WHEREAS, AB 2449 (2022) was signed on September 13, 2022 and is in effect through January 1, 2024, and among other things provides in Government Code 54953(e) that (i) a legislative body may use teleconferencing if it holds a meeting during a proclaimed state of emergency and state or local officials have imposed or recommended measures to promote social distancing, and (ii) a legislative body using the teleconferencing procedures of AB 2449 must make renewed findings by majority vote every thirty (30) days that it has considered the circumstances of the state of emergency, and that either (a) the state of emergency continues to directly impact the ability of the members to meet safety in person, or (b) state or local officials continue to impose or recommend measures to promote social distancing; and

WHEREAS, the Board of Directors desires to make findings and determinations consistent with AB 2449 for District Meetings to utilize the special procedures for teleconferencing provided therein due to imminent risks to the health and safety of attendees; and

WHEREAS, in 2022, highly contagious Delta and Omicron COVID-19 variants are in circulation, causing increases in COVID-19 cases throughout the State and Marin County; and

Resolution MHD 2022-06

Page 2 of 2

WHEREAS, the CDC continues to recommend source control and physical distancing for everyone in a healthcare setting; and

WHEREAS, the District Board of Directors hereby finds that the continued presence of COVID-19 and the increase of cases due to new variants would present imminent risks to the health or safety of attendees, including the legislative bodies and staff, should District Meetings be held in person.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Marin Healthcare District, that (i) the above recitals are true and correct, and incorporated into this Resolution, and (ii) the Board of Directors makes the following findings: (a) The Board of Directors has considered the circumstances of the State of Emergency, (b) the State of Emergency, as declared by the Governor, directly impacts the ability of District Meeting attendees to meet safely in person, and (c) the CDC continues to recommend source control and physical distancing for everyone in a healthcare setting and as a result of the presence of COVID-19 and the increase of cases due to the new variants, meeting in person would present imminent risks to the health or safety of attendees, the legislative bodies and staff; and

RESOLVED, FURTHER, that District Meetings may continue to meet remotely in compliance with AB 2449 (2022), in order to better ensure the health and safety of the public; and

RESOLVED, FURTHER, that the District Board of Directors will revisit the need to conduct District Meetings remotely within thirty (30) days of the adoption of this resolution.

REVIEWED, APPROVED, AND ADOPTED at a Regular Board Meeting held on the 8th of November, 2022, by the following vote, to wit:

AYES: Unanimous: Su, Alfrey, Sparkman, Bedard, Rienks

NOES:

ABSENT:

ABSTAIN:

ATTEST:



Brian Su, MD
Chair of the Board



Ann Sparkman, RN/BSN, JD
Secretary of the Board

Tab 2



**MARIN HEALTHCARE DISTRICT
BOARD OF DIRECTORS**

REGULAR MEETING

**Tuesday, February 14, 2023 @ 5:30 pm
Virtual, via Zoom**

MINUTES

1. Call to Order and Roll Call

Chair Su called the Regular Meeting to order at 5:30 pm.

Board members present: Chair Brian Su, MD; Vice Chair Edward Alfrey, MD; Secretary Ann Sparkman, RN/BSN, JD; Jennifer Rienks, PhD; Samantha Ramirez

Staff present: David Klein, MD, CEO; Eric Brettner, CFO; Colin Leary, General Counsel; Louis Weiner, EA

2. General Public Comment

About 35 members of the public attended virtually, and many offered comments: Lynn Warner, RN; Rebecca Lewis, RN; Katie Grossman, RN; Kris Dougan, RN; Bridget Peterson, RN. They commented on nurse contract negotiations, salary, staffing, scheduling, recruiting and retention, and nursing support staff.

3. Approve Agenda

Dr. Alfrey moved to approve the agenda as presented. Ms. Rienks seconded. **Vote: all ayes.**

4. Move to reconfirm findings under Assembly Bill 2449 and extend Resolution MHD 2022-06 to continue virtual meetings of the Marin Healthcare District

Ms. Rienks moved to reconfirm as presented. Dr. Alfrey seconded. **Vote: all ayes.**

5. Approve Minutes of the Regular Meeting of January 10, 2023

Ms. Rienks moved to approve the minutes as presented. Ms. Sparkman seconded. **Vote: all ayes.**

6. Appointment of District Board Committee Members 2023

A. Finance & Audit Committee

Dr. Su nominated Dr. Alfrey to continue as Chair of the Finance & Audit Committee for 2023, with Ms. Sparkman as member. Each agreed and accepted. Ms. Sparkman moved to approve. Ms. Rienks seconded. **Vote: all ayes.**

B. Lease & Building Committee

Dr. Su nominated Ms. Rienks to continue as Chair of the Lease & Building Committee for 2023, with Ms. Ramirez as member. Each agreed and accepted. Dr. Alfrey moved to approve. Ms. Sparkman seconded. **Vote: all ayes.**

7. Approval of Q3 2022 MarinHealth Medical Center Report of Performance Metrics and Core Services

Dr. Klein presented the report (Tab #3) and noted that all Tier 1 and Tier 2 metrics are in compliance.



Schedule 1: HCAHPS (Patient Satisfaction) – Ms. Lynn Seaver-Forsey (Executive Director of Quality Services) commented. Scores were slightly lower during this period of APeX transition (EHR, Electronic Health Record), common among other hospitals during such transitions, and noted that all areas need improving. Because this quarter still falls within COVID emergency, these scores do not count against us financially by CMS under VBP (Value-Based Purchasing). The next quarter's report in process will show improvement in scores.

Ms. Rienks asked whether nurse morale, if low, may adversely affect scores; Ms. Seaver-Forsey underscored the professionalism of our nursing staff.

Schedule 2: Finances – Dr. Klein noted that EBIDA and operating income are favorable to budget, and that patient volumes are very high.

Schedule 3: Clinical Quality Reporting Metrics – Ms. Seaver-Forsey noted that most all metrics are generally favorable to target or better. Some deficiencies shown are due to very small sample size. Some of the data represents a combination of Paragon (old EHR) and APeX (new EHR) and thus cannot be submitted to CMS due to file format incompatibilities; this is allowed by CMS.

Schedule 4: Community Benefit Summary – Community benefit YTD total is about \$125M. These costs and values are budgeted.

Schedule 5: Nursing Turnover – Turnover is slightly increased. We have hired about 30 new grad nurses in 2022. Dr. Klein noted that labor shortages are a problem industry-wide.

Schedule 6: Ambulance Diversion – Record volumes in Emergency resulted in increases in diversion.

Chair Su asked for a motion to approve the Report. Dr. Alfrey moved to approve the Report as presented. Ms. Sparkman seconded. **Vote: all ayes.**

8. Committee Reports

A. *Finance & Audit Committee*

Dr. Alfrey reported that the committee did not meet and there is nothing to report.

B. *Lease & Building Committee*

Ms. Rienks reported that the committee met on January 23 and is planning the next seminar on the topic of adolescent eating disorders. They also discussed planning for involvement in community outreach programs.

9. Reports

A. *Hospital CEO's Report*

Dr. Klein reported. S&P has affirmed our bond rating as Stable.

The hospital's financial position at year-end is favorable to budget.

Patient volumes continue to be very high. Work continues to expand hospital unit areas to accommodate for more patients.

More new doctors are coming on board including cardiothoracic surgeons and various specialty orthopedic surgeons.

The Medical Network is expanding, including dermatology in new offices, and podiatry.

Expansion into Petaluma includes a multi-specialty outpatient facility. OB services are potentially being curtailed in Petaluma and some of our doctors are stepping in to provide care; we anticipate deliveries will increase here.

Planning continues for costing and financing for the new Ambulatory Services Building on campus, including a second parking structure.

Hybrid OR is on schedule to open this summer.



Space for outpatient behavioral health was recently dedicated, funded by generous philanthropy, supporting intensive adolescent and adult outpatient care, and includes a new garden.

The hospital went 550 days without a serious patient safety event, an extraordinary marker of the culture of safety.

Ms. Seaver-Forsey addressed the Leapfrog scores and methodology. Leapfrog has about 28 different factors in their hospital grading system pulled from different timeframes. Factors include grades such as culture of leadership, structures for patient safety, nursing workforce, hand hygiene, and others, based on grades from late 2021 and early 2022, in which we scored well.

Another section is based on patient satisfaction scores pulled from CMS October 2020-September 2021. Other sections include: Surgical complication scores from CMS July 2018-December 2019; HAI (hospital associated infection rate) from CMS January 2021-December 2021; Mortality rates among high-risk surgical patients, and other adverse events, from CMS 2018-2019.

Dr. Alfrey and Dr. Klein commented on the processes of data collecting and the difficulty of relying on data that is aged and delayed.

Ms. Rienks remarked that our Leapfrog scores had shown to be better some years ago; Ms. Seaver-Forsey noted that current performances are better than reflected in the recent report in question. We participate in other surveys such as Vizient that recently show more favorable results, particularly on patient safety metrics. Dr. Klein added that we did exceptionally well on a recent CDPH quality survey; he will share this data, and other more current data.

B. District CEO's Report

Dr. Klein presented a slide show (on file and posted to the MHD website) of the options of installing a helipad at MarinHealth Medical Center. Details of the consultant's preliminary study include landing loads, EIR requirements, and costs for each of 3 possible locations (in parking lot, atop Oak Pavilion, atop the planned Ambulatory Services Building). Though most costly, the Oak Pavilion option is most practical and best for patient care. Favorable community relations will be critical to this project. Dr. Klein is assembling a team for planning, funding and construction.

Dr. Alfrey expressed strong support for the Oak Pavilion option, to be fulfilled as a priority; the other Board members agreed.

Dr. Su asked for public comment, and Dr. John Maa said that the Marin Medical Society would actively support the project.

C. Chair's and Board Members' Reports

Chair Su had nothing further to report, and there were no further reports from the members.

10. Agenda Suggestions for Future Meetings

Ms. Rienks reiterated the request to address food insecurity in Marin, and that a Marin County official be invited to address it to the Board. Ms. Sparkman agreed to help organize this.

11. Adjournment

Chair Su adjourned the meeting at 7:03 pm.

Tab 3

Marin Healthcare District Logo Process

Discovery

A questionnaire will survey stakeholders on initial thoughts on the design.

Research

We'll use the survey results and research to inform design ideas.

Mood Board

Use a board to tell the story about the feelings and tones the brand will rely on.

Final Logo Library & Guidelines

Includes all formats and platforms and a one-page style guide defining fonts, color palette, and logo usage parameters.

Logo Refinement

Design revisions to the selected logo approach.

Logo Presentation

We'll present initial logo concepts and collect input. This will be used as input to refine select logos.

Marin Healthcare District Logo Estimate

- Includes 5 initial logo design options. Upon presentation, two logo directions will be selected to further refine.
- Includes three rounds of creative revisions to selected final logo direction.
- Upon approval, we will develop necessary orientations of finalized logo (horizontal, vertical, black and reversed).
- Includes a comprehensive digital logo library of final logo and all orientations, colors and formats for use in print and digital applications.
- Includes a logo style specifications sheet defining color palette, fonts, logo variations, defined logo safe space, logo “dos and don’ts” and third party logo lock up parameters.

ESTIMATED COST: \$12,000 - \$15,000



Marin Healthcare District Website Process

Discovery

A questionnaire will survey stakeholders on initial thoughts on the design.

Research

We'll use the survey results and research to inform content ideas and priorities.

Initial Layouts

We'll present initial navigation and designs including a home page and secondary page ideas

Final Website Launch

In the final phase, we will push the website live and provide a process for adding and maintaining website content.

Website Production

We'll go into a production phase whereby the site is programmed.

Content & Image Library

We'll present first drafts of content in a word file for everyone's review.

Marin Healthcare District Website Estimate

- Includes 3 initial website design options. Upon presentation, two directions will be selected to further refine.
- The second phase includes architecture, home page and primary page designs.
- Upon approval, we will develop all necessary content and a small photo library.
- The website will be created in Word Press making it easy for maintenance and updates.
- Includes a website style guide and a process for adding and maintaining content.

ESTIMATED COST: \$25,000 - \$35,000

