

A meeting of the McAlester Regional Health Center Authority was held at 4:00 PM, on Wednesday October 02, 2019 at McAlester Regional Health Center in the Administration Board Room. Public notice, setting forth there on the day, time and place for this regular meeting had been delivered to the office of the City Clerk at 02:04 PM on Tuesday October 01, 2019.

TRUSTEES PRESENT:

Susan Kanard ~ Brent Grilliot (arrived at 04:05 PM) ~ Weldon Smith, Chairman ~ Marti Fields ~ Mary Shannon ~ Evans McBride (arrived at 4:06 PM) ~ James Bland ~ Mark Sehgal, MD ~ Kevin Priddle

TRUSTEES ABSENT:**HOSPITAL STAFF:**

David Keith, Sonya Stone, Recording Secretary, Jim Fraser, Tim Cathey, M.D., Lucy Muller, Kim Stout, Shawn Howard, Whitney Hull, Darryl Linnington, Chris Plunkett, Dr. John Tedesco, Dr. Vanessa Meuniot, Michelle Mabray.

OTHER ATTENDEES:

Karen Rieger, Legal Counsel, Kenneth Miller, MD, Pete Stasiak, Mayor John Browne, Patrick Youngblood.

CALL TO ORDER:

Chairman Smith called the meeting to order at 4:00 PM. He welcomed and introduced Dr. Vanessa Meuniot, a Family Medicine physician who recently joined the MRHC family. Dr. Meuniot shared her personal and professional information with the Board.

Public Comment: None

Consent Agenda:

1. MRHCA Board of Trustees minutes for September 04, 2019
2. MRHC Contract Log for September 2019
3. Credentialing & Privileging List as follows:

Approval of appointment for Credentialing and Privileges for Revised Privileges per the recommendation of the Medical Executive Committee:

- a. Patrick Gannon, MD ~ Orthopedic revised due to needing Moderate Sedation (per DNV)
- b. Anna Wanahita, MD ~ Neurology & Telemedicine/Stroke revised due to more than Telemedicine (Per DNV)
- c. Richard Beatty, DPM ~ Additional Privilege to Operate Mini C-Arm
- d. Emory Hilton, DPM ~ Additional Privilege to Operate Mini C-Arm

Approval of appointment for Credentialing and Privileges for Provisional for one year per the recommendation of the Medical Executive Committee:

- a. Timothy Cathey, MD ~ Provisional ~ OB/GYN
- b. Christine Tavakoli, DO ~ Provisional ~ Hospitalist
- c. Jacob Azurdia, MD ~ Provisional ~ Radiology
- d. Rebecca Parrish, MD ~ Provisional ~ Pediatrics

- e. Hariprasad Trivedi, MD ~ Provisional ~ Internal Medicine

Approval of appointment for Credentialing and Privileges for Provisional Moonlighting for three (3) months per the recommendation of the Medical Executive Committee:

- a. Jonathan Rohloff, DO ~ Provisional ~ Family Medicine

Approval of appointments for Credentialing and Privileges for Advancement from Provisional Status for one year per the recommendation of the Medical Executive Committee:

- a. John Tedesco, MD ~ Provisional Active ~ General Surgery/Cosmetic
- b. Lori Peters, DO ~ Provisional Active ~ Family Medicine/Hospitalist
- c. Kimberly Elrod, PA ~ Affiliate Staff ~ PA Family Medicine (Under the supervision of Dr. Dennis Staggs, DO)
- d. Patrick Gannon, MD ~ Provisional Active ~ Orthopedic Surgery

Approval of appointments for Credentialing and Privileges for Reappointment (Active) for two years per the recommendation of the Medical Executive Committee:

- a. Carol Gambrell, DO ~ Active Staff ~ Family Medicine

Approval of Resignations of Credentialing and Privileges per the recommendation of the Medical Executive Committee:

- a. Christina Rivara, CRNA ~ 06/18/2019
- b. James Pritchett, DO ~ Emergency Medicine ~ 04/18/2019
- c. John Joyave, DO ~ Emergency Med/Moonlighting ~ Graduated

A **Motion** was made (Priddle) and seconded (Bland) to approve the consent agenda items one (01), two (2) and three (03) of the consent agenda as presented. The vote was taken as follows: Aye: Kevin Priddle, James Bland, Mark Sehgal, MD, Susan Kanard, Marti Fields, Mary Shannon and Weldon Smith. Nay: None. Absent: Evans McBride and Brent Grilliot. Abstain: None. Chairman Smith declared the **motion** carried.

Chief of Staff Report: Dr. Kenneth Miller opened the floor to Dr. John Tedesco who provided an educational presentation regarding cosmetic Surgeries. Dr. Tedesco reported there were 17.5M cosmetic procedures and 5.8M reconstructive procedures in 2017. This is an increase of 197% since 1997. The most common surgical procedure is breast augmentation and the most common non-surgical procedure is Botox injections. Dr. Tedesco shared and discussed slides of laser procedures, breast surgeries, body surgeries, facial surgeries and reconstruction procedures.

Strategic Discussion:

1. **City Ordinance presentation & discussion:** Ms. Karen Rieger reported the City of McAlester has ordinances in place since the late 1970s. Since 1997, McAlester has required a special permit for new hospitals and Ambulatory Surgery Centers located within the city limits. Mr. David Keith reported many public trust hospitals or governmental entities have certain protections. Many Communities much like McAlester have special ordinances to protect the benefits of being a City or County. There are many disrupters today that reduce and

degrade the services in communities at the expense of City/County owned services. Some Communities have stronger ordinances than others. Mr. Keith stated he engaged the help of Ms. Karen Rieger, the hospitals Attorney to review and work with the City of McAlester to strengthen the current ordinances. Ms. Rieger presented the proposed changes to the City Ordinance expanding the permit requirements to additional healthcare businesses. She also shared the pros and cons and offered her legal analysis. Discussion occurred regarding a possible feasibility study. Mr. Keith stated there is an ordinance in place; however the hospital is driving to broaden the oversight of the ordinance to be more transparent. This initiative is not to thwart competition, it is to protect services and retain central services in a community that is becoming a destination for medical care.

2. **Social media & marketing update:** Mr. Chris Plunkett reported marketing is broke down into external and internal advertising. He reported MRHC advertises externally in 14 different newspapers across the region, 5 billboards, radio, special publications, Daktronic Display Board, digital advertisement, social media, Movie Theater and the annual calendar report that reaches approximately 9000 households. Internal advertisements include emails; computer backdrops; poster displays and digital TVs. Mr. Plunkett reported the marketing team and providers participate in grassroots relationship building in 8-9 different counties surrounding Pittsburg County to generate referrals back to our hospital. Mr. Plunkett briefly shared how advertising on social media works and how the number of viewers have increasingly grown. He shared the impact that digital marketing has had over the past year reflecting an increased number of views and new patients established. He stated not only are people viewing our website, they are bouncing around to other pages which can be very beneficial. Mr. Plunkett reported the Marketing Department partnered with a reputation management company in September 2019 that will assists in capturing patient experiences after they complete appointments at our facility.
3. **Physician recruitment & retention update:** Ms. Michelle Mabray & Mr. Patrick Youngblood shared a brief personal background before providing an update on physician recruitment & retention. Mr. Youngblood is working as a consultant to develop a robust recruiting process. He shared the established objectives, explained the difference between active recruitment vs. passive recruitment and showed an algorithm chart. After sharing the successes and current needs, Mr. Youngblood reported that he and Ms. Mabray are working to finalizing the recruiting process, standardizing the onboarding procedure, Identifying personal and professional growth for Ms. Mabray, the retention program and maintaining continual dialog and relationship building with the McAlester Family Medicine Residency Program and other local residency programs. Mr. Evans McBride requested a monthly report submitted to the Board listing all employed physicians, the date of employment and termination date. He stated he would like the report to also include a twelve (12) month trend.

CEO Report: Mr. David Keith provided a verbal CEO update. He shared a power point regarding a recent newspaper article about Free Standing Emergency Departments. He reported physician owned Micro Hospitals are popping up in several communities in several States. Anyone can utilize their ED; however there is no balance billing, they offer cash-matching options and they are out of network for insurance because out of network billing pays them more than others. He reported the Nutex Health Company based out of Houston, Texas is backing the pop up micro hospitals here in Oklahoma. They will need Transfer Agreements with other hospitals for surgeries and other services they do not provide. They do not accept Medicare and Medicaid because it is illegal for them to do so here in Oklahoma. He stated this is a mechanism to take

advantage of the system. Mr. Darryl Linnington shared the results of his research into the Nutex Health Company. Mr. Keith reported this company has plans to open up 20 more micro hospitals. The Oklahoma Hospital Association is very concerned with this and they are watching it very closely.

Personnel Committee Report: Ms. Mary Shannon opened the floor to Ms. Kim Stout who provided the FY 2020 Leadership Incentive Plan.

1. **Consideration and approval of the FY 2020 Leadership Incentive Plan:** Ms. Stout stated the FY 2020 Leadership Incentive Plan was structured around MRHC strategies. The goals for the plan include Customer Service, Quality, Financial Sustainability and Strategy. A review and discussion occurred regarding the Trigger/EBIDA, Target and Target plus goals and expected payouts. Following the discussion, Mr. Evans McBride recommended including a 4% Trigger for Target plus for Customer Service, Quality and Strategy and a 7% Trigger for Target Plus for Financial Sustainability. He also recommended putting a footnote at the bottom describing the potential payout. A **Motion** was made (Sehgal) and seconded (Shannon) to approve the FY 2020 Incentive Plan as presented with the recommended changes. The vote was taken as follows: Aye: Mark Sehgal, MD, Mary Shannon, James Bland, Brent Grilliot, Susan Kanard, Kevin Priddle, Evans McBride, Marti Fields and Weldon Smith. Nay: None. Absent: None. Abstain: None. Chairperson Smith declared the **motion** carried.

Strategic Planning Committee: Mr. Kevin Priddle reported the Strategic Planning Committee met on October 1, 2019 to review revisions to the current Strategic Plan. The past years strategic initiatives were discussed and the Committee was updated on the progress of each initiative. He reported the Committee will bring the updated finalized FY2020 Strategic Plan to the Board in the near future.

Board QI Report: Ms. Susan Kanard opened the floor to Ms. Whitney Hull who provided the Board QI report from the meeting held on September 24, 2019. Ms. Hull provided an update for the second quarter HCAHPS Scorecard report. She reported discharge follow up calls went live on September 24, 2019 with a goal of calling 100% of discharged patients and the "No Pass Zone" initiative numbers are falling slightly therefore employee education is planned and the education will also be included in new employee orientation. Ms. Hull stated the Quality Team is working on improving Nurse Communication and discharge planning which is part of the Transition of Care plan. Corrective actions have been submitted for the DNV Stroke Survey findings; approval is pending. She reported the McAlester Medical Services (MMS) practice data was discussed. The process based metrics for MMS is showing continually improvement; however there are a few challenges in chronic care management. A plan is in place to address the challenges in chronic care management that will be provided to the Board in an upcoming report. She reported Ms. Lindsay Fassio provided a Home Care Report to Board QI. She reported Home Health dropped from a 5 to a 4 Star rating in patient satisfaction and moved from a 2 star up to a 4 Star rating in Quality on the Home Health Comparison Report. Mr. Keith stated part of MRHCs customer service strategy includes orientating employees. Mr. Shawn Howard reported MRHC looked at best practices and after vetting a few vendors, a decision was made to partner with The Studer Group to drive improvement in Customer Service. Data is currently being exchanged and a visit to our facility is planned in October. The Studer Group will assist in building a program to be followed by all employees. Ms. Hull reported The Studer Group is a partner of Stillwater Hospital who is a 5 Star Facility and their HCAHPS scores are phenomenal.

Finance Committee Report:

1. **Consideration and approval of June 2019 Financial Reports:** Mr. Fraser reported for the month ending August 2019, McAlester Regional Health Center reported a net operating income of \$46k, as compared to a budgeted net operating income of \$16k and a prior year

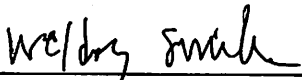
Initials _____

net operating income of \$235k. From an EBIDA (earnings before interest, depreciation and amortization) standpoint, MRHC reported a positive of \$467k, compared with a budgeted income EBIDA of \$465k and a prior year income EBIDA of \$6313k. Year-to-date, MRHC reported a net operating income of \$100k, as compared to a budgeted net operating income of \$80k and a prior year net operating income of \$291k. From an EBIDA (earnings before interest, depreciation and amortization) standpoint, MRHC reported a positive \$945k, compared with a budgeted \$978k and a prior year positive EBIDA of \$1,037k. Volumes were mixed, total discharges are down 373 from 374 prior year, outpatient registrations are up 7,116 from 7,016 prior year, emergency department visits are up 2, 264 from 2,061 prior year, total surgeries are up 297 from 271 prior year. Unrestricted cash balances increased to 122.9 days from 115.6 days from prior year. Labor management resulted in paid FTEs running 702; this is up 9 FTEs from prior year. Discussion was held regarding the MMS practice performances. A **Motion** was made (Bland) and seconded (Sehgal) to approve the August 2019 Financial report as presented. The vote was taken as follows: Aye: James Bland, Mark Sehgal, MD, Mary Shannon, Marti Fields, Evans McBride, Kevin Priddle, Susan Kanard, Brent Grilliot and Weldon Smith. Nay: None. Absent: None. Abstain: None. Chairperson Smith declared the **motion** carried.

New Business: None

Adjournment:

A **Motion** was made (Grilliot) and seconded (Priddle) to adjourn at 7:25 PM. The vote was taken as follows: Aye: Brent Grilliot, Kevin Priddle, Susan Kanard, James Bland, Mark Sehgal, MD, Marti Fields, Mary Shannon, Evans McBride and Weldon Smith. Nay: None. Absent: None. Abstain: None. Chairperson Smith declared the **motion** carried.



Weldon Smith ~ Chairperson
/sds



Mary Shannon ~ Secretary