

University of Virginia Auxiliary, Inc.

Board of Directors Meeting

February 17, 2011

Board Members Present (absent members in parenthesis): Riechman, (Van Winkle), Dunn, Mc Laughlin, Tesorieri, (Verhagen), (Kauder), Zinser, (Berman), Blight, Campbell, Courain, Di Sandro, Herakovich, Inge, (Johnson), Kindred, Ledford, Lindsay, Mc Gaugh, Morris, Periolat, (Richards), Rollins, Templeman, Vaughn, (Verity), (Wagaman), Weiss, Westley, White, Williams.

Call to Order: President Riechman called the meeting to order at 10:00 A.M.

Hospital Update: Trish Cluff, Associate Vice-President, Marketing and Strategic Relations, gave an update on a variety of hospital activities. She stated that the

- Employer Connection has successfully reached a one year milestone and has been well received. As of December 31, 2010, Employee Connection made 3,373 appointments for patients including Health System employees, University of Virginia employees and family members of University employees.
- An Employee Same Day Clinic opened on July 28, 2010 for Health System employees and was formally extended to University employees in December. As of December 31, 2010, The clinic has seen a total of 655 employees, 150 of whom have asked for referral to establish care with a University of Virginia primary care physician.
- On December 22, 2010, the State Health Commissioner issued a Certificate of Public Need for the construction of the Barry and Bill Battle Building and nine outpatient operating rooms (relocation of six and new construction of three).
- In February 2011, the Digestive Health Center introduced a revolutionary new treatment for gastro esophageal reflux disease, also known as chronic acid reflux disease.
- The Emergency Department implemented a new standard procedure in which all patient evaluations will be performed in private rooms. Process improvements were also

introduced to reduce waiting time involved before being placed in a room. This has resulted in a 17 minute (37%) reduction in median wait time. Discharge follow-up phone calls were also introduced.

- The Radiology renovation continues. The opening of the new, improved patient waiting room and the pre and post care area are targeted for mid-February.
- Effective December 6, 2010, new guidelines require that all adult surgical patients be screened for risk of obstructive sleep apnea. In support of this effort, the sleep lab schedule was expanded to seven nights per week.
- EpicCare (the Electronic Medical Record) went live with EpicCare Beacon (module for cancer infusion) on December 1, 2010. The following Epic modules will go live on March 5, 2011: EpicCare Inpatient, Radiant (Radiology), Stork (Labor and Delivery), ASAP (Emergency Department) and Willow (Pharmacy). All volunteers should be sensitive to and aware of the temporary confusion and frustration which may result on March 5th and should make every effort to be supportive to patients and staff.
- Last week the Virginia Senate approved budget recommendations that significantly improve the current budget by avoiding 4% cuts to Medicaid providers. They must still negotiate their amendments' differences with the House budget. Please show your support to the state Senators for their efforts.

Guest Speaker: President Riechman introduced Michelle Hereford, the Associate Chief Long Term Acute Care Operations, UVA Transitional Care Hospital (TCH).

Michelle Hereford discussed the new Long Term Acute Care Hospital (LTACH) located at the North Ridge Medical Park. The forty bed hospital provides long term acute care to patients who have been referred by physicians and hospitals. LTACH is not a nursing home but a hospital of the UVA Health System, where the patient stay averages 25-30 days. They specialize in ventilation weaning, wound management, IV antibiotic therapy, physical, occupational and speech therapy. There are 278 members of medical staff for 40 beds. The facility frees up beds at the Medical Center, especially ICU beds. LTACH must meet all the accreditation standards of the Medical Center. The forty private rooms offer

telemetry access and include 11 Bariatric rooms, 12 Dialysis rooms and 2 Negative Airflow Isolation rooms. LTACH is now in a demonstration period and the key focus areas are measurements of satisfaction, operations, quality and financial performance.

LTACH can currently use volunteers to handle the information desk nights and weekends. All volunteers will be processed by Liz Courain. No volunteers are needed at this time for patient contact as 85% of the patients are in contact isolation.

Treasurer's Report: Jane Mc Laughlin presented the report in the absence of Ted Verhagen and Sally Kauder. The bank account for Flourish has been established as well as the account for the Ramona Burwell Fund. All budget requests are due for submission to the treasurer by March 15th. There was a discussion regarding changes to some of the figures listed in the report for the scholarship funds which have been increased.

Approval of Minutes: The minutes were approved as submitted.

Correspondence: Sarah Tesorieri stated that we received some thank you notes for the donation of memorial remembrances for the Lights of Love. Thank you notes were received from all the nursing scholarship recipients. Copies of the notes will be included in the scholarship scrapbook.

Benefit Update: Martha Weiss reports that we have already received \$100,000 in ticket purchases and contributions. Julia Kindred has put all silent auction items on the website so all items can be previewed. There has been excellent community involvement and great publicity regarding the benefit.

Gift Shop: Lynda Dunn reported that the Gift Shop earned \$4200 on Valentine's Day. Gift Shop Manager, Elaine Powell, will be taking some leave time and we are very fortunate that her predecessor, Lithe Mc Caslin, will be returning part time to assist Leise Rote, the Assistant Manager. Lynda was ecstatic to report that plans for a new Gift Shop have been prepared and it should be up and functioning in 2012. The new shop will increase store space from 900 to 1160 square feet and we will have an additional 220 square feet of storage space for a total of 1360 square feet.

Legislative Day: Julia Kindred reported that she, Meg Riechman, Maggie Van Winkle and Jane Mc Laughlin attended Legislative Day in Richmond. There was a presentation explaining the Governor's proposed Medicaid budget cuts and how they will impact healthcare in Virginia. The Senate worded out a compromise that would return all but 4% of the funding. The group met with Steve Landes and Aides for David Tuscano and Rob

Bell. We asked them to support the Senate amendment. Board members were asked to contact their delegates to enlist their support.

Fundraisers:

Nickels for Non-profits: Meg Riechman reported that we will participate in Nickels for Non-profits at Whole Foods for the entire month of June. All proceeds will go to support the Hospitality House.

Grill Luncheon: Meg Riechman has discussed the possibility of participating in a Grill Luncheon at Whole Foods during June. Whole Foods is no longer having wine tasting as an event for charitable organizations. Whole Foods is moving to its new location on June 14th. They will serve a grill Lunch charging \$5 per person with 100% of the earnings donated to the Auxiliary. It will take place during the third or fourth week of June on a Monday, Tuesday or Wednesday. Martha Weiss made a motion to participate at the Grill Luncheon at Whole Foods in June of 2011. Lynda Dunn seconded the motion. The motion passed.

Kroger's Supermarket: Nancy Berman has negotiated with Kroger's Supermarket to have donations of groceries and gift cards made available to guests at the Hospitality House. Martha Weiss explained that we could participate with Kroger's to purchase Kroger charge cards and for each \$5,000 spent, \$250 would be donated to the Auxiliary. Patients and Friends is already participating. All cards must be ordered through Martha in order to participate and she will coordinate for the Auxiliary with Kroger's. There is no set amount required to purchase the card. It can be anything from \$5 or over.

Prince Michelle Winery: Martha Weiss explained that the winery, located on Carter's Mountain, has decided to evenly divide proceeds to participating charitable organizations sponsoring events at the winery. This is due to the fact that events held at certain times of the year draw far more participants than at less desirable times. If we choose to benefit from this arrangement, we have to commit to holding an event sometime between April and November (excluding October and all Thursdays) and must guarantee 100 participants at \$2 per person. We agreed that we would not use this event as the Auxiliary Fall event due to the location. Martha Weiss made a motion to sponsor a wine tasting event at the Prince Michelle Winery and the motion was seconded by Barbara Rollins. The motion passed and Martha will coordinate the event. Two other participating organizations sponsoring their own event are Patients and Friends and the Children's Hospital.

Applebee's Pancake Breakfast will be conducted on May 7th and volunteers are needed to assist.

Patient and Epic Update: Cindy Westley requested that all members be cognizant of the problems that may be encountered on March 5th when several Epic systems will go live. Having a positive attitude and explaining that the new system will enhance services will be very helpful.

Positive Image Boutique (Flourish): Susan Morris reports that the Manager hire is pending the setting of a salary by the Hospital administration. Someone is interested but applications may still be submitted for consideration. Inventory orders have been placed and some products have been received. The marketing department has been working on signage. We have met with hospital insurance representatives and social workers to work out the details of customer payments. All customers will be billed. For those who are uninsured or underinsured and cannot afford to pay, their social worker will request funds from the Burwell fund for payment. A presentation was made to Oncologists, Nurses and Social Workers and was extremely well received. Susan Morris and Pat Periolat will participate on WINA (1070 AM) Radio which airs on 2/26/11. Pat has toured the facility and states that it is carpeted, almost all painted and appears to be larger than anticipated.

Committee Reports

Public Relations: Bob Campbell presented a Mission Statement developed by the committee which will be utilized for press kits and future pertinent materials. (see below). Bob made a motion to accept the Mission Statement seconded by Susan Zinser and the motion was passed. Peyton Ledford reminded all members to continue to educate staff as well as the community- at- large regarding the activities of the Auxiliary.

Valentine's Day and Daffodil Day: Marla Mc Gaugh stated that Valentine's Day came off very well in terms of distribution of flowers to staff. Plans for Daffodil Day are underway but no date has been selected yet.

Volunteer Services: Liz Courain stated that the Psycho Social Presentation for Flourish given by Susan Morris and Pat Periolat won any accolades from staff. Liz was told she had a "DREAM TEAM". In regard to the required flu shot inoculations, Liz reported that Madison House had 100% compliance while 3 volunteers elected to go on leave and forego inoculation. She announced that Gulliver, a therapy dog, won Best in Breed at the Westminster Dog Show. Marla Mc Gaugh stated that she is working on a Doggie Party for the therapy dogs. Liz reminded members that tickets were still available for the Sunday basketball game at the John Paul Jones Arena.

New Business: Meg Riechman reported that the Children's Hospital will not be holding a telethon this year. They hope to put their fundraising efforts into different and more cost effective activities. Since we would like to continue our support, we discussed our annual contribution to the Children's Hospital. Susan Zinser made a motion, seconded by Lillian Inge, to donate \$1,000 to the Children's Hospital. The motion carried.

All Annual Reports Are Due April 1st .

Adjournment: President Riechman adjourned the meeting at 12:00 noon.

Respectfully submitted,

Susan Zinser

Recording Secretary

MISSION STATEMENT

The mission of the UVA Hospital Auxiliary Volunteers is to serve the University of Virginia Health System, its patients and their families by:

helping, supporting, and comforting patients and their families,

providing funds and assistance to the health system and its staff in their efforts to bring excellence and innovation to patient care,

providing scholarships to students preparing for healthcare professions,

introducing new services to address patient needs.