

University of Virginia Hospital Auxiliary, Inc.
Board of Directors Meeting
Thursday, March 18, 2010

Board Members Present (absent members in parentheses): Weiss, Riechman, Van Winkle, Jonson, DiSandro, Verhagen, (Kauder), Berman, Blight, (Blohowiak), Courain (ex officio), (Dunn) (past president), Herakovich, Johnson, Keith, (Kindred), Ledford, Lindsay, McGaugh, McLaughlin, Morris, Richards, Rollins, Templeman, Verity, Wagaman, Westley, (White), (Zeitler),

Call to Order: President Martha Weiss called to meeting to order at 10:00.

Executive Liaison Report: Trish Cluff, Associate Vice-President, Marketing and Strategic Relations, introduced Bo Cofield, Associate Vice President for Hospital and Clinic Operations. Mr. Cofield expressed his appreciation for the opportunity to work with the Hospital Auxiliary. He listed his top three areas of emphasis as follows:

- (1) Safe and quality care for patients
- (2) Safe and efficient progression from pre-admission to discharge
- (3) Close monitoring of operations and financials to insure that patient documentation is complete and accurate and that the numbers generated by operations are consistent with responsible financial management

Mr. Cofield will conduct "rounds" of all hospital operating units including the Auxiliary. He has commenced with the Pharmacy. He confirmed that plans are to invest approximately \$1.4 billion over the next seven years in construction and equipment for the University Health System. Finally, Mr. Cofield handed out a summary of the impact of Medicaid cuts in the 2010 budget approved by the Virginia General Assembly. While the funding cuts were not as great as initially feared, the result is that Medicaid reimbursements are estimated to account for only 72% of incurred expenses for Medicaid patients in 2010, 68% in 2011 and 64% in 2012.

Presentation by Dr. Nancy McDaniel, Vice-Chair of Pediatrics and Medical Director of UVA Children's Hospital

- Every 24 hours approximately 100 children are admitted to the UVA Medical Center.
- Typically, more than half of the patients in Intensive Care are children.
- Each year over 100,000 pediatric patients are seen in UVA outpatient clinics.

Dr. McDaniel provided highlights of the planning for the Barry and Bill Battle Building for which construction will begin in 2011 with completion scheduled for 2013. The 200,000+ square feet will house "neighborhoods" of care and clinical research. The areas include pre-op testing; ambulatory surgery for children and adults; clinical trials; clinic space for all manner of appointments; and administrative functions.

Recognition of 50 years of service by the Senior Center

The Senior Center, which is a valued and consistent partner of the Medical Center in providing services to seniors, turns 50 this year. The Pinkie the Puppet program even pre-dates the Senior Center. In commemoration of the 50 years of cooperation, President Weiss, on behalf of the Auxiliary, received a gold Pinkie the Puppet from Ada Jones and Katharine Hancock, coordinators of the Pinkie the Puppet program.

In recognition of the extraordinary service to children provided by Katherine Hancock (aged 93) through the Pinkie the Puppet program for so many years, Liz Courain presented her with a 1500-hour pin and a certificate of appreciation. President Weiss presented her with a plant and with the Auxiliary's heartfelt thanks. Katherine is retiring from Pinkie and moving to Richmond. Ms. Hancock's successor is Ada Jones.

Treasurer's Report (Ted Verhagen)

Mr. Verhagen reported that all is well with the Auxiliary's finances. The budget calls for \$30,000 in expenses for the balance of the fiscal year. We have sufficient cash on hand to cover all with a small cushion as well. Next year's budget will come to the Board, after review by the Finance Committee and the Executive Committee, at the April meeting. The faculty and students of the McIntire School of Commerce have scheduled the annual review of the Auxiliary's finances.

Minutes (Ken Jonson)

The minutes of the February 18, 2010 meeting were approved as amended.

Liaison Program (Meg Riechman)

Ms. Riechman has sent an e-mail to all Liaisons requesting from each a brief report by April 14 for inclusion in the Annual Report.

Therapeutic Music (Sandy Johnson)

Ms. Johnson informed the Board that there will be a "Day of Healthful Music" in the Hospital Lobby on March 24 from 7:30 a.m. to 7:30 p.m. This is to promote using music to create a healing environment.

Gift Shop (Martha Weiss reporting for Lynda Dunn)

The Gift Shop experienced \$850 in sales during the Midnight Madness Sale. The Jewelry Sale is March 18 & 19.

Finance Committee (Clark Blight)

The Finance Committee will review next year's budget at its April 6 meeting. The committee is working on policy revisions to streamline finance operations. The committee also is exploring alternatives to the Gift Shop's current credit card processing company. Mr. Blight will look into a suggestion from the floor that the processing company handling the University's credit card transactions might be a possible option.

PR Committee (Maggie Van Winkle)

The PR Committee is developing plans to improve the Auxiliary's PR program, including working with the Medical Center's PR chief and with other relevant organizations in the Charlottesville area.

Positive Image Center (Susan Morris)

The Steering Committee is interviewing a possible new member with marketing skills to assist generally and in particular to seek a fitting expert to serve once the Center opens. The committee also is drafting a policy and procedures manual and is meeting with potential vendors of merchandise to stock the Center.

Luncheon Committee (Marla McGaugh)

Plans are proceeding on schedule. Ms McGaugh requested suggestions from Board members to pursue as door prizes.

Vendor Sales (Marlene Herakovich)

The spring sale, featuring Books are Fun and First Uniforms, is April 22 & 23. The Board unanimously passed a resolution designating the Malcolm Cole Childcare Center as the beneficiary of the net profits from the sale.

Auxiliary Update (Martha Weiss)

President Weiss proposed a contribution of \$900 to the Ryan White /HIV Clinic to sponsor the dinner for the patients and family weekend. The Board unanimously approved a resolution authorizing the contribution.

President Weiss, the Auxiliary Vice Presidents and Liz Courain will attend a meeting in Culpeper with the Culpeper Hospital Auxiliary on April 28.

Planning for the 2011 spring gala to benefit the Positive Image Center is advancing.

Director of Volunteer Services (Liz Courain)

The Junior Volunteer Summer Program is underway with about a 50% return rate of students who participated last year. Ms. Courain is looking for additional spots within the Medical Center to place student volunteers.

Ms. Courain urged Board members to support the March 24 therapeutic music day in the Hospital Lobby by putting the word out to friends and associates.

Comments from the Floor

Shirley Lindsay proposed that the Auxiliary sponsor a pancake breakfast at Applebees on November 13, 2010. The Board unanimously approved a motion to sponsor the pancake breakfast with proceeds to benefit the Auxiliary.

Jane McLaughlin reported that March 29 is the annual Daffodil Day. Arrangements have been made for the flowers at an attractive price.

Adjournment (Martha Weiss)

President Weiss adjourned the meeting at 12:02. The next meeting is April 15 at 10:00.

Respectfully submitted,
Ken Jonson
Recording Secretary