

University of Virginia Auxiliary, Inc.

Board of Directors Meeting

October 21, 2010

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

Guests: Judy Zeitler and Mary Ann Himes.

Call to Order: President Meg Riechman called the meeting to order at 10:05 A.M.

Guest Speaker: Trish Cluff, Associate Vice-President, Marketing and Strategic Relations, discussed three major areas of concern currently impacting hospital activities.

- The Changing Landscape of Healthcare: Our Local Market

The hospital will continue to work with regional providers on key programs. The partnership of Sentara with Martha Jefferson and Rockingham Hospitals will surely affect our local market. We shall continue to focus on developing and strengthening our core business, heightening the importance of quality services and driving admissions to our Medical Center. A marketing campaign which debuted on October 11th, focuses on core services at the hospital which are told through patient stories. The campaign will include television, radio, print media and direct mail.

- Quality of Care Is Now A University Goal As Well As A Medical Center Goal

There is a personal commitment throughout the matrix of our organization. The Medical Center Operating Board has a quality subcommittee led by Dr. Steven De Kosky, Dean of Medicine and R. Edward Howell, Vice-President and CEO of UVA Medical Center. There is personal accountability and support from President Sullivan. Close scrutiny of quality indicators as well as support for those programs which enhance quality will continue. We shall continue to emphasize accountability and commitment.

- Construction: Major Projects

Plans of expansion beginning with the Emily Couric Clinical Cancer Center scheduled to open in April 2011 through the completion of the Barry and Bill Battle Building expected to open in early 2014 were discussed. The construction will be ongoing for the foreseeable future.

Treasurer's Report: Ted Verhagen reported that our financial situation is very sound. The Gift Shop is generating substantial revenue. Our endowment fund is doing well. The Financial Committee Report of April 15, 2010 was presented for inclusion in the Red Book. Ted explained that we have saved money by moving our accounts from BankAmerica to the UVA Credit Union.

Approval of Minutes: A correction to the September 16, 2010 Minutes was made by Sara Templeman. The Thank You note reported under Correspondence was sent by the recipient of the Dawson Junior Volunteer Scholarship winner rather than a nursing scholarship recipient. The correction was noted and the minutes were approved.

Correspondence: Nothing to report.

Benefit Update: Maggie Van Winkle reported that the Benefit plans are going well. Locations for the silent auction and food service have been selected. The menu is being finalized. Becky Williams, an officer of the UVA Women's Club, announced an \$8,000 donation for the PIB Benefit. Ramona will still be honored with a plaque displayed in the PIB. Save the Date cards (2500) will be mailed no later than early November. Maggie requested any additional names members may wish to include on the mailing lists currently being developed be submitted to her. The Benefit is Saturday, March 19th at 6:00 P.M. – 9:30 P.M. Liz Nottingham, the publicity sub-chair, along with Peyton Ledford and Becky Green met with members of the radio and television media and have developed a plan to publicize the PIB and the Benefit as well as other contributions of the Auxiliary to the UVA Health System.

Gift Shop: Lynda Dunn reported that the new credit card minimum has met with positive responses. Storage remains a problem and research is being done to acquire a "point of sale" system which will facilitate inventory control. Lynda has also requested used Christmas ornaments by November 19th to be included in the "Ornaments of Christmas Past" sale.

Vendor Sale: The vendor sale conducted on 9/30-10/1 was very poorly attended. Flower Power did not sell well and should not be used again. Attraction Books totaled \$375 in gross sales netting \$187.50 to the Auxiliary. It's In The Bag submitted a check to the Auxiliary for under

\$1000. Our total earnings were @ \$1000. The sale conflicted with the first day of EPIC which reduced traffic considerably. The next vendor sale on 11/30-12/3 will carry Masquerade \$5 Jewelry, Books Are Fun and our own "Ornaments of Christmas Past".

Fundraiser: The Pancake Breakfast needs volunteers to assist in serving. Barbara Rollins and Shirley Lindsay offered packets of 10 tickets to be sold in advance of the breakfast. All proceeds will go to support the Hospitality House. Shirley and Barbara requested that volunteers encourage participation throughout the community.

Positive Image Boutique (PIB): Pat Periolat reported that the committee has been extremely busy. They meet each week and recently have met with representatives of Human Resources to finalize the job descriptions for the PIB manager and/or fitter. Pat has taken a tour of the new facility which she states is enormous and reports that the PIB location seems larger than expected. She stated that we must be prepared to locate many more volunteers to handle positions at the center. Liz Courain stated that voluntary positions for the center are being evaluated to accommodate the new venue.

Newsletter: Julia Kindred has requested that all articles be submitted as soon as possible for a mid-November publication date.

Committee Reports

Venture Awards: Marlene Herakovich distributed awards to the selected recipients. Each recipient thanked the Auxiliary and explained how each award would be utilized. In addition, each recipient emphasized how delighted they were with the work the Auxiliary Volunteers do throughout the year. Marlene and her committee were recognized for the outstanding job they had done in the review and selection of the winners. The recipients will enhance a variety of services from providing bedwetting alarms for home use by pediatric patients to blood pressure cuffs for pediatric organ transplant patients. For a complete list of the projects funded, please review the attachment to these minutes.

Public Relations: Peyton Ledford distributed the new UVA Hospital Auxiliary Volunteers

brochure. There have been 5000 brochures printed and Peyton is researching having them distributed with the next Newsletter. His committee is also working on a Media Kit to be utilized by mixed media and hopes it will help to educate not only media representatives but all hospital staff as well. Peyton and his committee were recognized for the exceptional job done on the new brochure.

Lights of Love (LOL): Marla McGaugh will have the Lights of Love contribution mailing ready next week. She needs volunteers to handle mailing on 10/28 and 10/29. She has not received any responses from volunteers contacted by liaisons via e-mail.

Auxiliary Update: Meg Riechman reported on the VAHAV Conference held in Roanoke. She said that two new potential vendors were identified. Liz attended a workshop discussing how to encourage “baby boomers” to volunteer and how to best utilize their talents. Meg requested that each member try to recruit at least one new volunteer as we will have a large number of openings to accommodate the Emily Couric Clinical Cancer Center.

Volunteer Services: Liz Courain reminded all that mandatory flu shots were now available at the hospital. She also stated that all volunteers will now require TB testing.

The meeting was adjourned at noon by President Riechman.

Respectfully submitted,

Susan Zinser

Recording Secretary

2010 UVA Hospital Auxiliary Venture Awards

Requester	Dept/Title	Description	\$ Funded
Phillip Bishirjian, Senior Systems Engineer	Health System Computing, assigned to Radiation Oncology	Small toys to give to children receiving radiation treatments, so that they receive a small treat after each session.	\$250
Meaghan Burkett, RN, Clinician II	Interventional Radiology	Teaching doll to demonstrate how to change dressings and review general tube care for patients with nephrostomy and biliary tubes. This will help with initial teaching – patients and families can practice on the doll with model tubes.	\$600

Fern Campbell, FNP & Sean Corbett, MD	Pediatric Urology	To purchase bedwetting alarms for home use by pediatric patients with voiding dysfunction. Alarm eventually helps the children learn to arouse at the sign of a full bladder. Device not covered by insurance.	\$2,500
Deborah Childs, RN, Administrative Coordinator	University Medical Associates (UMA Clinic)	In support of National Patient Safety Goals and medication safety: Award will provide AM/PM pill dispensers for home use by patients on high risk medications who have difficulty remembering to take them; also pill cutters for certain patients to use at home while ensuring exact dosage of their medications.	\$4,000
Elaine Finley, MSW; Heather Horn, CPNP, & Susan Alisanski, MD	Pediatric Hematology Oncology	To fund Therapeutic Horseback Riding at Childhood Cancer Survivorship Family Day.	\$350
Rebecca T. Gilbert, RN, Clinician III	Pediatric Intensive Care Unit (PICU)	Award is for artwork for PICU. Award letter stipulates that art must be selected working through the Hospital Arts Committee.	\$2,000
Latifa Kropf, Head Clown Volunteer	Volunteer Services	Stickers, "clown medicine" and other supplies for the compassionate clowns to cheer patients, families and staff.	\$850

Maura McLaughlin, MD Assistant Professor	Stoney Creek Family Medicine	Books to support the Clinic's establishment of the national "Reach Out & Read" program. Children from 6 months to 5 years of age receive a book at each well-child visit.	\$750
Greg Nelsen, Clinical Social Worker, Primary Care Pediatrics	Social Work	To support the Diaper Duty Program, which provides partial support to supply diapers and diaper wipes to the lowest income working families with infants. Children must be less than 12 months old and receive care in Primary Care Pediatrics Clinic. Having diapers changed as needed helps reduce diaper rash and skin infections in infants.	\$1,000
Susan Prather, Manager	6 West	To purchase 100 milkshakes for patients relearning to swallow	\$100
M. Elaine Woodson, Program Coordinator, Pediatric Urology	Urology Department	Toys & books to reduce stress among children undergoing a urologic exam or procedure.	\$500
Abraham Segres, Director, Patient Safety & Risk Management	Patient Safety & Risk Management	500 Care Journals, a 30-day journal to record details of medical care; to be given to Care Partners, together with a bookmark with UVA Health System logo & a patient safety message. This will support Care Partners asking questions and being involved in the patient's care.	\$2,700

Laurie Sewell, Recreation Therapist	KCRC Therapeutic Recreation	Specialized equipment to increase participation by visually impaired children during Recreation Therapy. Award will purchase assistive technology devices.	\$724
Judy Smith, RN, Clinician III	Thoracic Cardio-Vascular Post Operative ICU	10 Scholarships for Mended Hearts membership fees targeted at needy patients or their caregivers.	\$200
Robert Teaster, RN, MBA, CPTC, Director of Transplant	Transplant Center	Partial funding to enable UVA to join the National Kidney Registry, to pilot "paired exchange" here at UVA. Auxiliary requests that amount be matched by the Health System.	\$3,000
Phyllis Yensan, Clinical Social Worker for Liver Transplant	Social Work	Ten infant-sized blood pressure machines and blood pressure cuffs to be used post-discharge with pediatric patients who have new liver transplants. BP monitoring is essential for infants with liver transplants; insurance does not cover cost.	\$1,000
Noel Dianas-Hughes, Manager	Social Work	Additional funding for Gas & Food Vouchers, Car Seats, Lodging and other special patient & family needs. (This is in addition to the funding Social Work currently receives from the Auxiliary budget.)	\$5,000
Total Funded			\$25,524

