University of Virginia Auxiliary, Inc.

Board of Directors Meeting

November 18, 2010

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

Guests: Caroline Mc Daniel, Virginia Bethune, Eve Waters, Carol Keese

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

Guest Speaker: Trish Cluff, Associate Vice-President, Marketing and Strategic Relations, discussed recent achievements reached by the UVA Medical Center.

Thomas Reuters, a leading market information and benchmarking company, have recognized the UVA Medical Center as one of the nation's 50 best providers of cardiovascular inpatient care. This is the seventh time that the UVA Medical Center has been named as a top cardiovascular hospital but in the past there were 100 hospitals recognized and this year the top 50 hospitals were selected. The top 50 hospitals:

- Spend an average 1,300 fewer dollars per case
- Have significantly better 30 day survival rates
- Maintain lower 30 day readmission rates for heart attacks and heart patients

The Blue Ridge Poison Center (BRPC) at the University of Virginia Health System earned recertification last month as a regional poison center by the American Association of Poison Control Centers. BRPC is one of three certified poison centers in Virginia. A total of 60 regional centers have earned certification notionally. Last year BRPC received approximately 34,000 calls for assistance. About 90% of the calls were handled without referring the patient to a healthcare facility.

The UVA Medical Center has won a 2010 Consumer Choice award. A survey of more than 250,000 consumers nationwide rated hospitals on the following: best doctors, best nurses, image and reputation and best overall quality. The UVA Medical Center shares this honor with other academic medical centers such as Johns Hopkins Hospital, the Mayo Clinic and Vanderbilt University Medical Center.

Continuum Home Health has been recognized as one of the top 500 Home Health Agencies in the United States by Outcome Concept Solutions (OCS) Home Care Elite rankings. We share this level of achievement with only 11 agencies out of 9,375 agencies nationwide which have received this recognition for four years in a row.

On November 17, 2010, the UVA Health System's Transitional Care Hospital was dedicated. The facility specializes in caring for patients who are expected to be hospitalized for a lengthy period due to serious conditions as well as those preparing for or recovering from transplant surgery. The hospital also houses the newest UVA Imaging Center providing state-of-the-art imaging for all patients in Central Virginia.

Guest Speaker: Carol Keese, Director, Integrated Marketing UVA Health System, discussed the naming of the Positive Image Boutique (PIB). Ms. Keese spoke in great detail of the evaluation, planning and effort that went into the name selection. The facility would be a "sophisticated but warm boutique providing thoughtful options for all cancer patients and higher end gifts for visitors in a beautiful and affirming setting." The name selected is Flourish - A Positive Image Boutique. An active discussion regarding the name, prior suggestions submitted for consideration and the necessity of a tag line ensued. Liz Courain explained that although several very apt names had been suggested, they were all in use by a number of enterprises and were, therefore, not viable. Flourish - A Positive Image Boutique will be utilized and plans are underway to develop a graphic identity for the facility.

Guest Speaker: Cindy Westley, Program Manager, Patient and Family Education, discussed the successful implementation of an auxiliary supported program in the Department of Interventional Radiology. MP3 players and CDs are made available to patients. Caroline McDaniel, R.N., discussed the enormous benefits that have been generated by making the players and CDs available. Eve Watters and Virginia Bethune, Musicians in Residence and the performers on the CDs, discussed the value of the musical program at the UVA Medical Center. Eve Watters stated that the intent of the program is to "lessen anxiety, lesson the necessity of pain medication and change the culture" associated with hospital stays and visits.

Ms. Westley also touched upon the use of "My Chart" by patients. Since September 28 over 5,000 individuals have signed up and over 3,000 individuals are using the system. She stated that some wrinkles are still being worked out and that a little patience is required until the system is flawless.

Treasurer's Report: Ted Verhagen distributed the Financial Report, and reported that our finances are in excellent shape. The endowment fund earned \$10,000 in September. Our commitments have been paid. Ted stated that any questions regarding the October Financial Report can be brought to his attention and he would be happy to answer them.

Approval of the Minutes: The minutes were approved as submitted.

Correspondence: Sarah Tesoriere read a note sent by Maura Mc Laughlin thanking the Auxiliary for the \$750 Venture Award received by Stoney Creek Family Medicine for their "Reach Out and Read Program."

Benefit Update: Maggie Van Winkle reported that \$26,000 had been raised for the benefit and therefore we qualified to receive a matching gift of \$25,000. The "Save the Date" cards have been mailed. It is not too late to add individuals to mailing lists for the benefit invitations. Names and addresses should be submitted to Maggie Van Winkle either in writing to her Volunteer Office box or via e-mail (mh_vanwinkle@fastmail.fm). The arrangements for the refreshments for the benefit are coming along very well. Festive Fare is giving us a 50% discount

and Morrison's is giving us a 10% discount. Some local vineyards have agreed to supply wine. We anticipate that refreshments will be about \$50 per person (\$15,000 total). Julia Kindred will be developing a website to publicize the silent auction.

Gift Shop: Lynda Dunn reports that Christmas merchandise will be on display shortly. A calendar of special holiday sales events includes a day when any patron who sings a Christmas carol will get a 10% discount. Regarding the Ornaments of Christmas Past Sale, Lynda states that we have received twice as much merchandise as last year.

Vendor Sales: Winnie Di Sandro stated that she has sufficient coverage for the upcoming vendor sales but asked volunteers to sign up as potential substitutes should anyone drop out. Lynda also requested additional volunteers to cover two shifts for the Ornaments of Christmas Past Sale.

Fundraiser Review: Barbara Rollins reported that the Pancake Breakfast was a great success. She thanked all the volunteers who participated. Everyone agreed that we would like to do another Pancake Breakfast next year if the opportunity was offered. We earned \$1,115 for the Hospitality House.

Positive Image Boutique (PIB): Liz Courain reported for Pat Periolat that Pat, Susan Morris and Robin Cloth and Mary Lou Langevin (two additional Steering Committee members) were being trained as fitters to have a better understanding of the job requirements. They were also incorporating two site visits while away. The committee is zeroing in on potential vendors. If anyone knows of a particular vendor they would like to recommend, they should contact the committee.

We are starting to set up accounts with vendors. Some products will be covered by insurance. The UVA Medical Center will purchase the products with auxiliary funds and insurance reimbursement will be paid back to the Cancer Center. Purchasing, billing and insurance claims will be handled by the Medical Center. Patients will benefit from reduced prices available through hospital purchases. Products which are not covered by insurance will be handled in the same manner as products currently offered at the gift shop. We will therefore be dealing with a hybrid system. The committee is meeting currently with Human Resources for classification of the Manager/Fitter position. Some discussion ensued regarding the Manager/Fitter position as to whether the employer would be the Medical Center or the Auxiliary. There are pros and cons to either situation. The decision is still under consideration.

Committee Reports

Venture Awards: Marlene Herakovich thanked her committee for their efforts. She stated that Cindy Westley was especially helpful by making suggestions to non-recipients of other avenues each might pursue for funding. The Board thanked Marlene for the excellent job done by the committee under her leadership.

Lights of Love (LOL): Marla McGaugh reported that all the LOL letters were mailed and returns are beginning to come in. She asked for volunteers to write names on ornaments. She reminded all that the time for LOL has been changed from 2:30 to 2:00 P.M. She also asked more volunteers to bake and/or supply cookies for the event.

Public Relations: Peyton Ledford reported that we have joined the Center for Non-Profits Excellence (CNE). The \$150 membership fee has already allowed us to utilize a list of media outlets, which is extremely useful. Bob Campbell has been writing and updating public service announcements (PSAs). We are also getting assistance in grant preparation utilizing the CNE Foundation Directory. Peyton attended a meeting where Mary J. Laughlin, M.D., the leader of the UVA Stem Cell Research Program, discussed the new curative therapies that will be offered in the new Emily Couric Clinical Cancer Center when it opens. Peyton informed the attendees about the role that the Auxiliary has played and will play in the Positive Image Boutique. He is also participating in the UVA Marketing meetings and working with Peter Jump when approval is needed.

Volunteer Services: Liz Courain thanked Marla for handling the mailing of the LOL letters which turned into a horrendous task because of changes in postal regulations. Liz explained that the future budget for Volunteer Services will now be linked to a national benchmarking system which compares productivity, quality and cost analysis between comparable institutions. Unfortunately, not all institutions are reporting volunteer hours in the same way. It is essential that all volunteer hours, including time working at home, be reported to Volunteer Services. Liz has also requested that all liaisons send a reminder to their volunteers regarding the necessity of getting flu shots to ensure that they can continue to volunteer. She informed the group that Mr. Howell's annual presentation to volunteers will be conducted on Tuesday, January 11, 2011, at 2.00 P.M.

President Riechman adjourned the meeting at 12 noon. She informed the members that the next Board Meeting will be conducted at the School of Nursing on January 20th.

Respectfully submitted,

Susan Zinser

Recording Secretary