

University of Virginia Auxiliary, Inc.

Board of Directors Meeting

March 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.

Introduction of Guest: President Riechman introduced Bo Cofield, Associate Vice-President of Hospital and Clinic Operations. Mr. Cofield first thanked the Auxiliary for all their ongoing assistance benefiting the Medical Center. He gave an update on the Medical Center both in terms of current operations and future facility development. He reviewed the “Organizational Scorecard” which is used to evaluate the manner in which the Medical Center functions. The scorecard is divided into three categories:

I Care – This category measures patient and employee satisfaction. There has been a small reduction in both, predominantly due to an intentional reduction in clinical appointments in the autumn when EPIC was introduced and miscommunication within departments which affected employee satisfaction. Clinical appointments have increased substantially and efforts are underway to improve intradepartmental and interdepartmental communication through team approaches. In order to improve communication, employees, especially managers, are being trained in how to engage their environment and to encourage all staff to focus on the positive. Instead of passing problems along to others, they are being trained to “own the problem” and to take responsibility for solutions. Employee satisfaction surveys will be conducted every month instead of once per year.

I Heal - This category is measured by the Mortality Index. The index is based upon observed patient conditions and their outcome versus expected outcomes. The staff has been very adept at evaluating patients and foreseeing whether their condition is terminal or not. The mortality index at this time is over 98% accurate.

I Build – This category reflects how resources are spent in our ongoing environment as well as investments in our future environment. Our patient discharges are up 1.7% from last year. We are at 98% occupancy. Clinical visits are the same as last year.

Mr. Cofield proceeded to discuss plans for updating and expanding the medical center facilities. The future expansion must be financially and operationally responsible. Our grounds are an extension of our commitment. Our facilities affect patient and employee satisfaction.

Some of the plans underway are:

Opening the Emily Couric Clinical Cancer Center

Eventual movement of all outpatient clinics out of the West Complex

Building a parking deck at Fontaine

Upgrading Primary Care and the Mc Kim Buildings

Breaking ground on the Barry and Bill Battle Building within three months

Expanding the Emergency Department including building a South Tower above it which will house more operating rooms and patient rooms

Building a new helicopter pad on the roof above the Maternity Department

Building a new Chiller Plant

Opening the new 72 bed addition at the front of the existing hospital. The 72 rooms are single rooms used for ICU and step down rooms.

The EPIC program for inpatients which went online on March 5th has gone very well and far smoother than the introduction of EPIC for clinical patients last September. Volunteers can assist hospital staff at this time by spreading the word about utilization of “My Chart”.

Introduction of Guest Speaker: President Riechman introduced Annette Norton, CPC, CHC, CHP Compliance and Privacy Program Manager, University Health System. Ms. Norton introduced her colleague, Laura Humbertson, Analyst, and then went on to discuss the role of The Corporate Compliance and Privacy Office. The office is charged with:

- Maintaining the Corporate Compliance and Privacy Program
- Conducting routine auditing and monitoring activities
- Educating management and staff on relevant issues
- Receiving and investigating complaints alleging non-compliance
- Responding to requests for advice and assistance

Ms. North discussed the Health Insurance Portability and Accountability Act of 1996 (HIPAA) as well as the new regulations introduced in the stimulus package of 2009. The penalties to both corporations and individuals breaching the law are more severe than in the past and it is essential that we all adhere to the privacy regulations regarding patient information. Protected Health Information (PHI) is comprised of all forms of information; oral, electronic and paper. In addition to complying with all regulations, she requested that we be good stewards by reporting anything that we may see or hear that is of concern regarding privacy regulations to our supervisor. Ms. Norton thanked the Auxiliary for all our efforts.

Treasurer's Report: Ted Verhagen reports that all our accounts are in good order. A \$25,000 entry listed under contributions, represents \$25,000 that should be moved from the Benefit to the "Flourish" account.

Approval of Minutes: The minutes were approved as submitted.

Gift Shop: Lynda Dunn reported that a sale is being planned but no date has been set. She also took a moment to thank Susan Morris, Pat Periolat, Liz Courain and the rest of the Positive Image Boutique Committee for their outstanding work and accomplishments.

Benefit Report: Martha Weiss reported that the Benefit preparations are completed and everything has come together beautifully. The silent auction web-site has been updated and, thanks to Julia Kindred, is exceptional. The Benefit will be held this coming Saturday, March 19th.

Fundraisers

Maggie Van Winkle reported that June is the month that the UVA Hospital Auxiliary Hospitality House will be one of the two “Nickels for Non-Profits” recipients. Customers who bring in their own bags for their purchases receive tokens which they place in one of the boxes at the front of the store for their charity of their choice. The charity receives a nickel for each token placed in its box. The charity has a short description of itself with its logo at the top of its box. Volunteers are encouraged to bring their bags when they shop at Whole Foods and place their tokens in the box for the UVA Auxiliary Hospitality House. She asked if anyone knew of an Auxiliary logo and Julia said no and that the only logo that could be used was the hospital logo. It was suggested that Liz could better answer that question.

Grill Lunch – The Grill Lunch will be held at Whole Foods in June. Lynda Dunn made a motion that proceeds from the Grill Lunch be utilized for the scholarship fund. The motion was seconded by Maggie Van Winkle and the motion carried.

Kroger- Martha Weiss announced that she has purchased the charge cards requested by members and she would distribute them after the meeting.

Prince Michel Winery- Martha Weiss stated that the event at the vineyard would probably be best attended in June. After discussion, the board set the Wine Tasting Event for Friday, June 17, 2021 with a rain date for Saturday. Martha will request light snacks be provided by the Auxiliary. The event will be held from 6:30 to 9:00 P.M. Jane Mc Laughlin made a motion to use the proceeds from this event for the scholarship fund. The motion was seconded by Maggie Van Winkle. The motion carried.

Vendor Sales- Winnie Di Sandro reported that the sales will be conducted April 28th and 29th instead of May 5th and 6th. She will solicit volunteers to work at the sale.

Pancake Breakfast- Shirley Lindsay distributed five tickets to each board member and asked them to purchase, sell or return them if not utilized. Shirley is also looking for volunteers to work at the breakfast.

Committee Reports

Scholarship Committee: Sara Templeman and Maggie Van Winkle attended a Thank You Luncheon given by the School of Nursing. Sara reported that it was wonderful to speak with scholarship recipients who would not have been able to continue their education without our assistance. She recommended that we increase our scholarship commitment next year. With all the commitments we have made, it was agreed that we will hold off on any increase for the present.

Daffodil Day: Marla Mc Gaugh has asked for additional volunteers to assist on Daffodil Day, March 31, 2011.

Volunteer Services: Liz Courain reported that although Flourish is not completed, it will be presentable at the Benefit on Saturday. The Fitter/Manager has been hired. She has an extensive background in retailing, as well as training as a fitter, and should be a wonderful addition to Flourish. Liz showed the gift bags which will be utilized by Flourish which are very impressive.

Volunteers will be invited to attend a UVA baseball game at Davenport Stadium on April 12th. They will be treated to a barbecue at 5:00 P.M. and the game begins at 6:00 P.M. Each volunteer can attend and may bring one guest.

The Joint Commission will be visiting the hospital for their annual evaluation. Seven people will spend five days at the hospital. They will be shadowing a particular patient throughout their hospital stay. Please ensure that the volunteers have all their necessary qualifying records in order i.e. orientation, TB screening, etc.

New Business:

Julia Kindred reports that thus far she has received ten annual reports. The remainder are due by April 1, 2011.

Marlene Herakovich announced that the Annual Meeting and Luncheon will be held at Alumni Hall on May 25, 2011. The business portion of the Meeting will take place after lunch has been served. She has requested that all liaisons send notices alerting volunteers to the date and encouraging their attendance.

Adjournment: President Riechman adjourned the meeting at 11:55 A.M.

Respectfully submitted,

Susan Zinser

Recording Secretary