

University of Virginia Hospital Auxiliary, Inc.

Board of Directors Meeting

November 17, 2011

Board Members Present (absent members shown in parenthesis): Van Winkle, Mc Laughlin, Kindred, Dunn, Periolat, Zinser, Tesorieri, Verhagen, (Kauder), Blight, Campbell, Carson, Cloth, Courain, (Di Sandro), Herakovich, (Inge), (Johnson), King, Lavery, Lindsay, McGaugh, Nichols, Parker, Parkhurst, (Riechman), Roorbach, (Templeman), Vaughn, Wagaman, Westley, Weiss, White.

Guests Present: Trish Cluff and Kristin Wenger.

Call to Order: President Van Winkle called the Meeting to order at 10:00 A.M.

President Van Winkle informed Board members that Winnie DiSandro, the Vendor Sales At-Large Representative was out because she had had surgery. She was at home doing very well. She passed around a card for everyone to wish Winnie well.

Introduction of Guest: President Van Winkle introduced Trish Cluff, Associate Vice President, Marketing and Strategic Planning.

Ms. Cluff stated that she represents Mr. Howell, Chief Executive Officer, at the Auxiliary Board. She stated that the UVA Health System Mission Statement has been updated, as follows:

Mission of the UVA Health System

The mission of the University of Virginia Health System is to provide excellence, innovation and superlative quality in the care of patients, the training of health professionals, and the creation and sharing of health knowledge.

Vision

In all that we do, we work to benefit human health and improve the quality of life. We will be:

Our local community's provider of choice for its healthcare needs

The leading provider of technologically-advanced, ground-breaking care throughout Virginia

A national leader in quality, patient safety, service and compassionate care

Recognized for translating research discoveries into improvements in clinical care and patient outcomes

Fostering innovative care delivery and teaching/training models that respond to the evolving health environment

The administration has also articulated the "Desired UVA Clinical Enterprise Position in 2016-2020

- We lead by example
- We foster a cycle of success (ongoing investment)
- We are the partner of choice
- We drive innovation
- We are a top-tier Academic Center

Introduction of Guest: President Van Winkle introduced Kristin Wenger, Education Director, Blue Ridge Poison Center.

Ms. Wenger stated that she represents one of three poison centers in the state of Virginia. Two and one half million people are served by the Blue Ridge Poison Center and coordinate services with 48 hospitals. All nurses and doctors at the center are specifically trained in toxicology and are expert in dealing with all facets of poisoning. Ms. Wenger discussed poisoning as a public health issue.

Ms. Wenger discussed the definition of a poison as any substance that can cause injury, illness or death which may enter the body in the wrong way and/or in the wrong amount. Poisons may be injected ingested, inhaled or absorbed through the skin, eyes or a puncture wound. A basic premise of toxicology is "the dose makes the poison." Certain

substances are only toxic when absorbed in unacceptable amounts.

Ms. Wenger gave a series of statistics regarding the operation of Poison Control Centers:

- 4.2 million calls are made to the Poison Centers enters nationally
- 1 call is made every 8 seconds
- 50% of the calls involve children under 6 years of age
- 93% of poison deaths involve individuals over 20 years of age
- In Virginia, poisoning is the second leading cause of injury resulting in hospitalization
- 8 out of 10 poisonings are unintentional
- 93% of poisonings occur in the home

The number one cause of poisoning is medicine caused by:

- Not reading safety instructions
- Overdoses
- Taking the wrong product
- Harmful drug interactions

Poisons can be found in cleaning products, pesticides, alcohol, cosmetics and personal care products, automotive products, fumes and gases. Poisons are found in nature such as plants, mushrooms, snakes and spiders.

There are major risks to senior citizens due to:

- complex medical plans

- diminishing eyesight
- body changes such as organs no longer able to metabolize substances and weight changes
- poor medical monitoring
- lack of communication with providers
- drug interactions

Ms. Wenger discussed methods of prevention to safeguard the vulnerable by storing substances appropriately, locking medicines away, keeping original containers, reading labels and using carbon dioxide alarms. Discard outdated or unwanted medicines safely. If anyone suspects poisoning, call the Poison Center at **1 800 222 1222**. This number will work anywhere in the United States and the staff will answer 24 hours per day, 365 days per year. The service is free and private. She distributed wallet cards and magnets with this number to Board members.

Treasurer's Report: Mr. Verhagen reported that our finances are in excellent shape. The Flourish account has been removed from the Auxiliary accounts and will be reported independently from now on.

Approval of the Minutes: The Minutes of October 20th were approved as submitted.

Correspondence: Ms. Tesorieri reported that we received a thank you note for a scarf which had been given by Mr. Howell to a Medical Center Board Member on behalf of the Auxiliary. We also received individual thank you letters from each recipient of the nursing scholarships. The letters were circulated to the Board Members.

Gift Shop: Ms. Dunn reported that very little stock was left over from the Halloween and Thanksgiving sales. A "Midnight Madness Sale" is tentatively scheduled for Dec. 16th. One week prior to Christmas, the shop will be opened at 7:00 A.M. to accommodate night staff shoppers.

Flourish: Ms. Periolat reported that Ramona's Room had distributed 50 wigs, 67 turbans, 10 scarves and 3 headbands between April and October to those patients unable to afford to purchase these goods. The month of October was very successful and generated \$8,000 in sales. Staff fitting day was very successful and generated

\$2200 in sales. Most importantly, more staff were exposed to shopping at Flourish.

Committee Reports

Vendor and Ornament Sales:

Ornaments for the Christmas Sale have been sorted and priced. The ornaments will be delivered and stored with the assistance of Madison House Volunteers. Proceeds from all Vendor and Christmas sales will benefit the Malcolm Cole Center.

Lights of Love:

The function will be conducted on December 7th at 3:30 P.M. in the lobby of the Cancer Center. The tree decorating will take place on Nov. 28th. Invitations were sent in late October. Ms. McGaugh asked for volunteers to place Lights of Love posters at Higher Grounds on Nov. 21st or Nov. 22nd. She also requested that everyone who is able to attend, does attend. She would like to provide a respectable number of people in the audience for the performers who have graciously agreed to participate this year.

Finance: Ms. McLaughlin stated that the Finance Committee will meet sometime in January. She asked all Board Members to review their funding requests to ensure that the new budget, to be submitted in March, reflects their needs adequately.

Auxiliary Update: President Van Winkle announced the resignation of Peyton Ledford, as Publicity Chair, from the Board. Maggie recognized Mr. Ledford for his leadership of the Publicity Committee when they created a new Auxiliary brochure and developed a plan to enhance the publicity of Auxiliary activities. Mr. Campbell will continue in his role to put out the publicity for Auxiliary events. Bob and Robin Cloth have agreed to work on a project started two years ago to create a business card that Auxiliary volunteers can use to help recruit new volunteers for the Auxiliary.

When the new Volunteer Services employee joins the staff, the office space at the Volunteer Office will be reorganized. The Auxiliary President and the Treasurer will share an office. Currently the review of files, scrapbooks, cancelled checks, etc. will lead to consolidating and, where appropriate, discarding materials in order to have adequate work space.

President Van Winkle has appointed Mr. Blight to be assistant treasurer. Mr. Verhagen is currently training Clark to take over the office of Treasurer when his term ends in May.

President Van Winkle reported that she attended the Philanthropy Day Luncheon, as a guest of Trish Cluff. The event was sponsored by the Center for Non-Profit Excellence and she hopes that the Auxiliary can benefit greatly from its participation in this organization.

Volunteer Services: Ms. Courain thanked President Van Winkle, Ms. McLaughlin, Mr.

Verhagen and Mr. Blight for their cooperation in the reorganization of the office. In an effort to reduce paper files, Junior Volunteer records will be held 8 years instead of 10 years. Mr. Parker offered to donate a scanner to assist in computerizing paper records to reduce the need for file space. Liz enthusiastically accepted.

She also reported:

The new Volunteer Coordinator will be responsible for volunteers at the Transitional Care Hospital and the Emergency Department which has 100 volunteers. This will free Maureen Oswald to handle the Cancer Center Volunteers, Junior Volunteers, and Madison House volunteers.

On Monday, December 12th, The Thank You Holiday party for Volunteers will be held at the UVA Art Museum between 5:30 and 7:30 P.M. Invitations will be sent out shortly.

The Joint Commission for Accreditation will have 9 surveyors over the course of 5 days evaluating the Medical Center for certification. All volunteers must wear their badges, follow the dress code and be prepared to answer all questions regarding regulations especially those involving fire safety.

We have become a "no pointing facility". Although no one should leave their work station, visitors are to be escorted to their destination if they need assistance.

Volunteers should also make every effort to be sociable to visitors including greeting visitors in elevators.

Adjournment: President Van Winkle wished everyone a happy holiday and adjourned the meeting at 11:55 A.M.

THERE WILL BE NO BOARD MEETING IN DECEMBER.

Next meeting will be Thursday, January 19, 2012.

Respectfully submitted,

Susan Zinser

Recording Secretary

