

University of Virginia Hospital Auxiliary, Inc.
Board of Directors Meeting
October 20, 2011

Board Members Present (absent members in parenthesis): Van Winkle, McLaughlin, (Kindred), Dunn, Periolat, Zinser, (Tesorieri), Verhagen, (Kauder), Blight, Campbell, Carson, Cloth, Courain, (DiSandro), Herakovich, Inge, (Johnson), (King), Laverty, (Ledford), (Lindsay), McGaugh, Nichols, Parker, Parkhurst, Riechman, (Roorbach), Templeman, (Vaughn), (Wagaman), Westley, (Weiss), and (White).

Guests Present: Venture Award Recipients, Judy Zeitler, and Bo Cofield.

Call to Order: President Van Winkle called the meeting to order at 10:04 A.M. President Van Winkle welcomed all the Venture Award Recipients.

Treasurer's Report: Ted Verhagen discussed the Treasurer's Report and stated that all our bills have been paid and our finances are in good order.

Approval of Minutes: The Minutes of September 15, 2011 were approved as submitted.

Gift Shop: Lynda Dunn reported that gift shop sales have been steady. The shop generated \$50,800 in sales in August and \$49,766 in September. Some new volunteers have elected to work in the shop but more volunteers are needed. Halloween and Thanksgiving products are now on sale. Once again, we are pursuing the ability to have payroll deductions for gift shop purchases by staff. Designs and Development has delayed the opening of the new gift shop to the first quarter of 2013.

Flourish: Pat Periolat reports that Flourish is doing well. Most evaluations are based upon anecdotal information regarding customer satisfaction. It is still too early to do more detailed analysis in terms of sales, profit, etc. Since October is Breast Cancer Awareness Month, many promotional activities are being used at Flourish. Pat encouraged everyone to visit Flourish and extended an invitation to staff members present because of the Venture Awards, to visit and to encourage friends, family and coworkers to do so.

Introduction of Guest Speaker: President Van Winkle introduced Bo Cofield, Associate Vice President, Hospital and Clinics Operations.

Mr. Cofield opened the presentation by thanking the Auxiliary for their efforts and support and stated that he had heard very positive feedback on Flourish. He presented the UVA Medical Center Operations Report.

The hospital has had a very successful financial year showing \$89,000,000 increase in earnings.

The FY12 Medical Center Operational Goals are reflected in the following three categories:

- I Care - Patient Satisfaction, Employee Engagement and Physician Engagement.

- I Heal - Quality, TJC Accreditation and Magnet Designation.

- I Build - Length of Stay, UVA Employee and Family Care and Volume Growth and Operating Margin.

Mr. Cofield discussed the progress the hospital has made in each of the categories. He emphasized the information gathered from employee surveys which were based upon an 81% participation rate. As a result of the survey, analysis was done of employee compensation. The result was an upward adjustment in compensation for 77% of UVAMC employees. No one received a salary reduction. This investment in our employees is over \$5,000,000 annually.

Evaluations were done regarding the use of hospital services vis a vis the competition in the Charlottesville market area. In the first three months of FYTD 2012:

- Discharges are up 0.3%

- Clinical visits are up 4.3%

- Emergency visits are up 6.4%

- Main OR cases are up 3.8%

In terms of new construction, the Hospital Bed expansion is moving forward with occupancy to begin in January 2012. Twenty-four beds will be used as swing ICU beds to allow for existing ICU renovations. Construction has been completed on an Intra-operative MRI and equipment testing and staff training are in progress. This innovation will be operational in September 2012. The Mixing Box and Lee Street Bridge are under construction. The Outpatient Surgery Center design is underway and the first patient use is scheduled for April 2012. The foundation work is underway for the Battle Building.

All staff and volunteers should be prepared for the visit of representatives from the Joint Commission for Accreditation which should take place within the next month or so.

Mr. Cofield thanked the Auxiliary once again and specifically referred to the Venture Awards which benefit our patients, their families, visitors and the entire Medical Center community.

Committee Reports

Venture Awards Distribution: Cal Nichols, committee chair, discussed the creativity and care demonstrated by the 54 applicants for the awards this year. A diversity of applications reflected unusual consideration for our patients and their families. In total, there were 19 recipients receiving a total of \$25,000. These awards included but were not limited to items to distract patients suffering from severe neurological disorders, non-smoking products designed to deter patients' family members from smoking, bathroom scales for recovering Renal Center patients to monitor liquid weight gain, CDs teaching signing for parents of pediatric patients unable to speak, education carts for cardiac patients and other numerous innovative ventures. (See Attachment for complete list of recipients). Mr. Nichols thanked his committee members: Cindy Westley, Judy White, Lillian Inge, Liz Courain, Maggie Van Winkle, Marlene Herakovich, Peyton Ledford, Jane Mc Laughlin and Susan Zinser for their efforts in reviewing, evaluating and selecting the award winning applications. Mr. Nichols presented the awards to the winners each of whom explained how their grant would be used and thanked the Auxiliary for its assistance.

Vendor Sales: Marlene Herakovich stated that the vendor sales would be conducted Nov.29th, 30th and Dec. 1st and 2nd. We need volunteers to handle the sales as well as the Ornaments of Christmas Past sale which will be conducted simultaneously.

Lights of Love: Marla McGaugh asked for volunteers to handle the mailing of Lights of Love invitations on Oct. 27th. She is also in the process of locating a new Master of Ceremonies for the event.

VAHAV Fall Conference (October 10 – 12): Jane Mc Laughlin reported that the Conference was very worthwhile and thanked the Auxiliary for supporting our participation. The networking was very helpful. One result of that networking is that the Auxiliary will actively pursue obtaining a system of payroll deductions for vendor sales. We have had difficulty retaining and attracting vendors due to the fact that payroll deductions for staff are not available. Most vendors will not participate unless payroll deductions are allowed. President Van Winkle reported that Liz Courain gave a presentation on the Cancer Center and Flourish at the Conference which was inspiring, touching and very well received.

Auxiliary Update: President Van Winkle reported that Bob Campbell will represent the Auxiliary at the Center for Non-Profit Excellence. She also complimented Meg Riechman and Liz Courain for recruiting eight new volunteers at the Newcomer's Club Annual Coffee.

Director of Volunteer Services: Liz Courain thanked the Auxiliary for supporting her attendance at the VAHAV Fall Conference.

She reported that she has received approval to hire another Volunteer Coordinator. She plans for this individual to take responsibility for ER volunteers to free Maureen Oswald to retain and expand

her coordination of volunteers at the Cancer Center. The new Volunteer Coordinator will also be responsible for developing the volunteer program at the Transitional Care Hospital.

Liz reminded us that all volunteers are subject to questioning by the representatives of the Joint Commission for Accreditation. As in the past, these representatives will be following the progression of specific patients through the Medical Center. Volunteers should cooperate and if a volunteer does not know the answer to a question, should say that he or she will ask their supervisor and say no more. Under no circumstances should a volunteer offer opinion or additional and/or possibly erroneous information. Jane Mc Laughlin suggested that all Volunteer Liaisons reiterate this process to the volunteers for whom they are responsible.

Liz reminded all of us to get the flu shot available through the Employee Health Office.

Adjournment: President Van Winkle adjourned the meeting at 11:40 A.M.

Respectfully submitted,

Susan Zinser
Recording Secretary