University of Virginia Hospital Auxiliary, Inc.

Board of Directors Meeting

June 16, 2011

Board Members Present (absent members in parenthesis)**:** Maggie Van Winkle, Jane McLaughlin, Julia Kindred, (Lynda Dunn), Patricia Periolat, (Sarah Tesoriere), (Ted Verhagen), (Sally Kauder), Susan Zinser, (Clark Blight), Bob Campbell, Kim Carson, Robin Cloth, Liz Courain, Winnie Di Sandro, Marlene Herakovich, Lillian Inge, Sandy Johnson, Maryanne Keenan, (Bobby Laverty), (Peyton Ledford), (Shirley Lindsay), Marla McGaugh, (Cal Nichols), Anson Parker, (Pollie Parkhurst), (Meg Riechman), Anne Roorbach, Sara Templeman, Joyce Vaughn, Sandra Wagaman, Martha Weiss, Cindy Westley, (Judy White).

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

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

Mr. Cofield thanked the volunteers for the excellent contributions made during the last year. Since the Health System is nearing the end of the fiscal year, evaluations of the last year's performance have been done and plans are underway for the next year.

Organizational Scoreboard

1) During the first three quarters of the past year, there was a decline in patient satisfaction probably resulting from the introduction of EPIC. In the fourth quarter the score went up again to 87.1. In order to improve, "minimally acceptable behavior" has been defined and encouraged. Staff has been asked to refrain from walking around the hospital engrossed in telephone conversations implying a lack of awareness of the people around them . They have been reminded to greet visitors, pick up noticeable trash and connect more with the people in their environment.
2) Employee engagement is being enhanced. The Nurse Manager on 6 East has set up a "morning huddle" engaging all staff in defining and providing patients' non-clinical needs. If this is successful, it will be replicated in other areas of the hospital. There will be a survey of all staff to ascertain their level of satisfaction. Usually staff requests improvement in parking, pay and benefits. No parking issues will be resolved but studies are being done on pay and benefits. They are working on better communication between managers and staff. Management Leadership Sessions are being conducted to share positive techniques as well as introduce management training.
3) The Mortality Index which should break even at 1.0 is at .94 which is very good. They are trying to improve documentation to ensure that the Medical Center is credited for the good work that is done. All positive evaluations result in more financial assistance which in turn results in easier recruitment, attraction and retention of quality staff.

Patient Volumes (FYTD 2010-2011)

1) Discharges: 23,068 which represents a 2.8% increase over the prior year to date
2) Clinical Visits: 555,546 which represents a 0.8% increase over the prior year to date
3) Emergency Visits: 48,685 which represents a 0.5% increase over prior year to date
4) Main OR Cases: 15,838 which represents a 0.9% increase over prior year to date
   Note: Access to clinics is very good with an average of a three day appointment availability.

Operational Highlights

1) The Medical Center Outstanding Contributor Awardees are Steven B. Jones – Urology OR, Desiree Yeago – UVA Children's Hospital, Richard Covington – Human Resources, Sandra Watkins – Transporter and Jamie Hughes – Health System Computing Services.
2) Facilities Update: The large crane installed at Lee Street will be used for multiple construction projects including the Connective Element, Helipad and Roof Project. This work precedes the planned construction of a Chiller Plant and the eventual expansion of the ER, labs and another bed tower. The former McKim Auditorium was renamed in honor of Leonard Sandridge on June 8, 2011, in recognition of his remarkable leadership, dedication and contributions. The Battle Building groundbreaking ceremony was held on June 9, 2011.

Thank You

Mr. Cofield thanked the volunteers highlighting the funding of the Venture Awards in 2010 which included:

1) 30-day care journals distributed to 500 Care Partners
2) funding for over 300 patients/families to date in need of gas/food vouchers, car seats and lodging
3) Funds matching with the Medical Center to support membership in the national Kidney Registry to pilot "paired exchange". This increases the number of available matches by "swapping" needed organs available from other participating locations.

The volunteers provided an average of 20,760 volunteer hours per quarter.

Q and A

Q: Martha Weiss asked if there would be a covered walkway between the parking garage and the Cancer Center.

A: There will be an Educational Resource Building constructed between the garage and the Center, which will eventually enable the creation of an enclosed walkway. In the shorter term, a temporary covered walkway is planned when the Connective Element is complete.

Q: Pat Periolat asked if there would be a special employee satisfaction survey for employees of the Cancer Center.

A: Yes, eventually, but the Cancer Center operation will remain as is for a minimum of six months in order to evaluate the current operation.

Q: Sandy Johnson asked if the carpet in the cafeteria will be replaced because it is in very bad shape and looks very dirty.

A: The carpet is scheduled for replacement. In addition, if anyone sees anything in the hospital i.e. spills, broken fixtures, broken light bulbs, etc. they should call 982-FIXX to report the problem which will be addressed promptly.

Q: Kim Carson asked if playroom space will be available at the Children's Hospital.

A: Space will be provided for playrooms on the seventh floor as well as the Battle Building.

Introduction of Board Members: Each attendee was asked to introduce themselves and discuss their background and affiliation with the Auxiliary. New members were welcomed on to the Board.

Treasurer's Report: Jane McLaughlin presented the report in the absence of Ted Verhagen. The funds from the Flourish Benefit are being deposited into their proper accounts. The Benefit raised enough monies to support Flourish for the first year of operation. When the Treasurer's report is presented in September it will reflect the proper distribution of funds to all of the Auxiliary, Flourish and Ramona Burwell Fund accounts.

Approval of the Minutes: The Minutes of May 25, 2011 were approved as submitted.

Correspondence: Maggie presented correspondence received in the absence of Sarah Tesoriere. She read a Thank You note from Elaine Powell, Gift Shop Manager, who thanked those who had contributed monies to the SPCA in memory of her late daughter, Lindsay Powell Rensch. Maggie also read a Thank You note from Meg Riechman, Past President, for the tray she had received from the Auxiliary.

Gift Shop: In Lynda Dunn's absence, Winnie Di Sandro presented her report. The Author Book Signing will be held June 17th in time for Father's Day. The gift shop sales are still good, although they are usually lower in the summer. Several volunteers have left the gift shop and more are needed. The junior volunteers will be available in the summer, but we will definitely need more people in September. Lynda Dunn and Elaine Powell will attend a Gift Show in Chicago in July and hope to identify new merchandize.

Flourish: Pat Periolat reports that Flourish is doing well. Jewelry is the best seller and four restocking orders have been necessary. The number one goal is to earn sufficient money from the "cash and carry" trade to support Flourish's Manager/Fitter's salary and the backend operation (patients needing assistance in paying for needed cancer related products). Approximately fifty patients have been served in the shop. The most relevant improvement in the operation has been the fact that Flourish can serve and accept insurance from customers who

are not UVA patients. She also reported that Tish Barnes, the Manager/Fitter, is a perfect asset to the shop.

Wine Tasting Fundraiser: Martha Weiss reports that the event has received excellent publicity from Bob Campbell. Five jazz musicians from the University will provide entertainment free of charge. She requested that a tip jar be made available for the musicians. She requested that the Board members attending bring a light appetizer. She also asked that a Contribution Jar be made available for those wishing to contribute to the Scholarship Fund. The event is scheduled for June 17th at the Prince Michel Vineyard on Carters Mountain.

Whole Foods Fundraiser:

Nickels for Non-Profits: Maggie reported that during the entire month of June, shoppers at Whole Foods, who bring their own bags, will receive a wooden nickel to place in a receptacle which will go to the support of the UVA Hospital Auxiliary Hospitality House.

"Giving Grill" Lunch: Whole Foods will conduct a Giving Grill Lunch on June 28th from 11:00 A.M. to 2:00 P.M. for the cost of $5 per person. All proceeds will go to the Auxiliary.

VAHAV Fall Conference: The Conference will be held Oct. 10th – 12th in Fredericksburg and the Auxiliary has committed $250 to be a sponsor of the Conference as they did last year. We usually send at least four Board members to attend the Conference. There is more information to come regarding the topics to be discussed.

Committee Reports

Vendor Sales: Winnie Di Sandro reported that a sale will be conducted July 7th and 8th. The vendor is "Books Are Fun". A motion was made that the proceeds go to the Malcolm Cole Center by Martha Weiss. The motion was seconded by Joyce Vaughn. The motion carried. There will be a Holiday Sale Nov. 29,30, Dec. 1 and 2 which will feature "Masquerade Jewelry". We also plan a vendor sale in the spring. Winnie reports that we are looking for new vendors. Several vendors state that due to the economy, they can no longer afford to participate.

Lights of Love: Marla McGaugh reported that due to construction taking place in the hospital lobby, this year's event will be held at the Cancer Center.

Liaisons: Jane McLaughlin will conduct a meeting in August or September for all the liaisons to discuss their area of operation and to share ideas. Charlie Van Winkle has updated all the lists of volunteers and e-mailed them to the liaisons.

Venture Awards: Maggie reported for Cal Nichols. She stated that the forms have been sent to solicit the award requests and applications are due back August 5th. Applicants will be notified by September 30th and the awards will be presented at the October Board meeting.

Publicity: Bob Campbell has developed a simple form to be utilized by any member requesting publicity for a specific project. This will streamline and facilitate obtaining the most appropriate vehicle for a specific event.

Volunteer Services:

Liz Courain stated that Maureen Oswald is busy starting off the Junior Volunteers in their assignments. They are currently being trained.

The last pet picture has been taken of the pet therapy animals to be used for the Pet Therapy Trading Cards.

Liz has received a request from the Marketing Department to recruit volunteers to appear as patients in future publications. The "shoot" will occur on June 28th, 29th and /or July 1st.

Liz stated that the telephone number for the UVA Employee Connection is 434 243-3675. This service is available to volunteers and facilitates getting an appointment at the earliest possible time. Usually requests can be honored within three days.

Liz told of a patient who had tracked her down to compliment both Tish Barnes, Manager/Fitter of Flourish, and a volunteer who had assisted her in purchasing two wigs. She was accompanied by her niece who also received exceptional service. Liz wanted to thank all volunteers, regardless of their role, for being instrumental in the establishment of Flourish. She said that by lending their support to any hospital activity, they had assisted in making Flourish a reality.

A computer will now be utilized to sign in and out instead of time sheets. The computer is located where the time sheets used to be.

President Van Winkle asked everyone to remember to continue to report all volunteer hours even those spent at home. The valid reporting of these hours justifies Volunteer Office staff as well as being a vital part of future grant requests.

Adjournment: President Van Winkle adjourned the meeting at 12:12 P.M.

Respectfully submitted,

Susan Zinser

Recording Secretary