

**PARK HOSPITAL DISTRICT
BOARD OF DIRECTORS
WELLNESS CENTER WORK SESSION
July 12, 2017
Timberline Conference Room**

PHD Board Members in Attendance

William C. Pinkham, President; Dr. David Batey, Vice President; Ms. Diane Muno, Secretary; Dr. Bob Dickeson.

PHD Board Members Absent/Excused

Dr. Monty Miller, Treasurer.

Welcome/Introductions

The PHD Board Chairman, Mr. William Pinkham, welcomed all in attendance, including the Wellness Center Steering Committee and EPMC's Senior Leadership Team, to the first PHD Board Wellness Center Work Session. Notice of the Work Session was posted in accordance with the SUNSHINE Law Regulation.

Topics Discussed During the Work Session

- Summary/Wellness Journey – Mr. Pinkham, PHD Board Chairman, shared a PowerPoint presentation. This presentation reviewed the history of the wellness center, how we got here, etc. A robust Q&A session took place; some concerns raised included:
 - ✓ The most recent version of the plan for the center is more “visionary” – this plan needs to be coupled with financial projections/commitments moving forward.
 - ✓ Currently there are “bits and pieces” of a fine idea – at this time plan is not cohesive; needs a comprehensive, integrated plan by one author who pulls it all together. [recommendation made that Administration should come up with the author/consultant prior to moving forward]; this single author needs to be external and credible – external consultant also needs to look at medical and financial viability – EPMC’s reputation is tied to this.
 - ✓ Need to quantify who the “market audience” is.
- Wellness Vision – Dr. Frank Dumont discussed the history of healthcare from a doctor’s perspective, and shared his wellness vision for our community. This proposed center would incorporate lifestyle changes and have support from our physicians – this would not be the traditional “fluff and buff” type of wellness/spa center. His original vision would target three groups – people who are, in general, interested in wellness; elite athletes; and people interested in weight loss. Concerns raised included:
 - ✓ How do you build a plan that serves individuals in our community, not just outside elite groups.
 - ✓ What would be the sources of funding for this project – social angel funding (lower interest rate), corporations, philanthropic organizations, etc.
 - ✓ Our hospital needs to remain a viable, sustainable entity for this community.
- How the Wellness Center Fits Into Operations – Dr. Leaming, EPMC CEO, discussed how this proposed center would fit into the operations at EPMC. He stated that while EPMC is doing very well in the areas of quality and customer satisfaction, there are several areas where we are “misfiring.” There are some fixes that need to be implemented internally to aid with these “misfires.” His belief is that new projects need to be done by an organization whose engine is running smoothly, which will, in turn, help bring in more resources for any new projects. He would like to see an objective outside

individual look at a market analysis and a detailed business plan prior to proceeding; we need a consultant who understands the wellness market. The recommendation was made to:

- ✓ Have names of consultants for consideration at the next work session, with the goal to have a consultant in place and moving forward by the first of September.

Next Steps/Tasks

- Clarify public understanding (Anschutz, funding sources, etc.)
- Develop a solid business plan
- Bring in outside consultant to review whether or not we are on target with volumes, price points, etc.; go through the numbers.
- Investigation grants available for the research part of this center.
- Continue with “living room meetings” with the community to discuss how the hospital is doing, where we are going, etc.

Next Work Session on Wellness Center

Wednesday, August 9, 2017, 7:30-9:30 a.m., Timberline Conference Room – EPMC.