**PARK HOSPITAL DISTRICT**

**BOARD OF DIRECTORS**

**WELLNESS CENTER WORK SESSION**

**August 9, 2017**

**Timberline Conference Room**

**PHD Board Members in Attendance**

Mr. William C. Pinkham, President; Dr. David Batey, Vice President; Dr. Monty Miller, Treasurer (via conference call); Ms. Diane Muno, Secretary; Dr. Bob Dickeson (via conference call).

**Welcome/Introductions**

The PHD Board Chair, Mr. William Pinkham, welcomed all in attendance, including the Wellness Center Steering Committee and EPMC’s Senior Leadership Team. Notice of the work session was posted in accordance with the SUNSHINE Law Regulation.

**July 12th Work Session Recap**

Mr. Pinkham reported that he had heard from several people after the July 12th work session that it was very well received and informative.

**Market Analysis/Business Process Consultants**

Dr. Leaming shared with those in attendance that we are currently looking for a business plan consultant to conduct a market analysis and feasibility study to validate our assumptions and provide guidance moving forward. Luke Kearns has spoken to a couple firms who are specialized in the wellness arena, and Dr. Leaming has also been working to source a consulting firm. General consensus was that whichever firm is selected to provide this analysis should have a keen understanding of the wellness concept, environment, and market.

Dr. Batey requested once a firm has been chosen that they make a presentation to the Board re: their vision and plans for assessing this project. He also stated that this should not be just a business assessment, but we also need to look at it from the scientific standpoint. We need to be concerned about any project from the business sense, as well as the medical efficacy of this new wellness model.

Kevin Mullin offered his help to develop a Request For Proposal.

**Options for Moving Forward with Steering Committee – Mr. Wayne Park**

* Interfaces with the Community on Wellness Center Progress and Current Hospital Board Actions
* Gathering of Donors and Other Wellness Interest Groups – A meeting was held Monday to discuss the processes currently in place re: fundraising efforts.
* Fireside chats in Community Homes – Should these continue? They help get information out to the community so they can consider the plans moving forward.
* Interaction with Campaigning Plans of the Interim Hospital Board – It is felt it would be a good idea to include a more active role for members of the interim Hospital Board.
* Mr. Park – the community investment up to this point is approximately $400K - this needs to be protected.
* Dr. Miller - we need to focus on a project that is a contributor to the hospital district, not a drain; he reiterated being a supporter of wellness in the community. He feels that a lot can still be done without a significant capital investment.
* Dr. Dumont – we need to come up with a sustainable financial model, and need to tap into a market that can financially sustain the wellness center. Most insurance companies at this time do not cover wellness-centered services; until insurance pays for wellness-centered healthcare, we need to rely on those who are willing to pay for it.
* Ms. Muno – several philanthropic groups were discussed as possibilities. Colorado Impact Days is a philanthropic group who would assess whether they would be willing to invest in this project; it would be a low-interest philanthropic loan. Colorado Impact Days will be meeting in November 2017. We will investigate submitting an application so this project could be considered at the upcoming meeting, or possibly just attend as a guest to witness their process.
* Dr. Miller – once the consulting group is hired, we need to give them 3-5 product lines we would be offering so they know how to assess the project. Dr. Dumont will put together a document that more clearly articulates the plan so the consulting group can see what we are doing and offering.
* **Moving Forward with Fundraising from Major Foundations for a “Community Wellness Project”** - Dr. Dumont and Mr. Park discussed the Community Wellness Project Plan, Draft #1 – May 31, 2017 [handout provided]. The Community Wellness Project would help demonstrate the effectiveness of the wellness concept to future donors. The proposed five programs that would be offered, staffing requirements, data base management, costs and subsidies, etc. were discussed at length. Also discussed was a budget outline [handout provided].

**Next Steps/Tasks:**

* Speak with Colorado Trust, as well as Robert Wood Johnson Foundation, et al.
* Develop a program budget to present to groups.
* Possibly model wellness program after UCH’s Destination Bootcamp to see if it is a valid prospect.
* Prototype the project, i.e., the two-year community wellness project plan.
* Promote in the community the existing wellness programs currently available in the hospital.
* Need to research further funding so the project does not continue to be a drain on the hospital.
* Continue with the next scheduled Fireside Chat, then report back at the next work session how it was received. We need to clarify a consistent message. Key components of messaging – continuity, focus, process. Will also work on a list of FAQs.
* EPMC CFO will help prepare a community wellness project program costs, etc., to be presented at the August 29th Board meeting.

**Next Wellness Center Work Session**

Wednesday, September 13, 7:30-9:30 a.m., Timberline Conference Room, EPMC.