

**PARK HOSPITAL DISTRICT BOARD OF DIRECTORS
WELLNESS INITIATIVE STUDY SESSION MINUTES
September 13, 2017
Timberline Conference Room**

Board Members in Attendance

Mr. William C. Pinkham, President; Dr. Monty Miller, Treasurer; Ms. Diane Munro, Secretary.

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 study session was posted in accordance with the SUNSHINE Law Regulation.

Memories of Ken TeSelle

Memories and reminiscences of Ken TeSelle were shared by those in attendance. An article written by Mr. TeSelle detailing how much he loved Estes Park and all it had to offer was shared by Mr. Park, and then a moment of silence was observed.

August 9th Study Session Recap

Minutes from the 08.09.17 study session were accepted. Mr. Pinkham stated that the last two study sessions were very productive and informational, and helped the Board get "up to speed" on this proposed project. Highlights discussed:

- A consulting firm will be hired to aid with the wellness initiative and strategic planning for the hospital moving forward. Dr. Leaming stated that he and the Senior Leadership Team, as well as the Board, have met with Navigant Consulting, an international consulting firm. This firm is one of the most respected firms in the Country, and they have extensive expertise in healthcare. They have submitted a proposal, and negotiations are currently underway. The project will encompass overall strategic planning for the entire organization – this will include analysis and prioritization of strategic opportunities. During the strategic planning analysis, the wellness initiative will surface and a deep dive will be done into a business plan, market feasibility, etc. This extensive analysis by Navigant will take approximately three months to complete. The results of their market analysis and financial feasibility of the project will be a stand-alone document.
- Mr. Pinkham stated that Navigant had an impressive presentation. They utilize the "Scenario Development System," which he is very familiar with. This system enables an organization to develop a range of scenarios, then select those most logical and develop solutions.
- Dr. Miller stated that Navigant generally works on a three- to five-year timeframe for strategic planning projects. He has requested that they increase the forecasting model to a 10- to 15-year timeframe. All business plans, reports, etc., that have been developed up to this point will be shared with Navigant when they do their analysis. Navigant will look at all stakeholders moving forward – community members, healthcare providers, etc.
- Ms. Munro stated that there are two elements to this project – taking care of our community/wellness, and revenue stream issues (the economic drivers). Different sources of funding were discussed at length, including Colorado Impact Days; general consensus was that it would be beneficial for a small group to attend Colorado Impact Days, which is November 15-17. Ms. Dwyer, Mr. Mullin, Dr. Dumont, and Dr. Leaming will work on submitting the application.
- It was stated that the initial project was never intended to be a hospital-funded project; more stakeholders are needed as the hospital cannot bear the majority of the financial requirements.

Exciting Outcomes of Wellness Work – Community Awareness/Impacts

An email from Shelley Doggett was handed out to those in attendance. As a result of the wellness discussion that started four or five years ago, the community has responded in many ways:

- The school district now offers video games powered by stationary bicycles. They have also implemented many programs for children to keep them moving throughout the day and to aid with awareness of wellness and health.
- The community is currently in the process of building a recreation wellness center through the Recreation District.
- State of Slim has grown, with many success stories being attributed to this program.
- Bike To Work Day has grown.
- Growth has been seen in alternative medicine, e.g., acupuncture and chiropractic care.
- The first ever Ultra Running and Mountain Bike Race was held in Estes Park; currently in the process of planning year #2.
- Estes Park Marathon, Half-Marathon, 10K, 5K, Kids' Race Weekend – all continue to grow.
- A running club meets weekly in Estes Park.
- The Active at Altitude business is growing and attracting more people.

All of the above programs will be shared with Navigant for their analysis.

Robert Wood Johnson Foundation Proposal Development

Available grants through the Robert Wood Johnson Foundation were discussed at length. An organization can apply for an innovative grant or a rural grant. The general consensus was that an application should be submitted sooner rather than later utilizing the original proposal.

Governor's Healthy Community Award

Mr. Nicholas discussed the award with those in attendance. Many of the programs listed above would be enough for consideration of this award. The Governor is interested in seeing what is happening in the State that is innovative concerning healthy communities. The deadline to submit an application for consideration is October 25th – Mr. Kearns, Mr. Mullin, and Dr. Dumont will work on the application.

Managing the Pause – Communication Strategy

Communication with the community and donors needs to continue. Mr. Mullin is setting up meetings, and the fireside chats in the community will continue.

Next Steps/Tasks

- Evaluate the Robert Wood Johnson Foundation proposal for community projects.
- Affirm the desire to move forward with Colorado Impact Days.
- Submit application for consideration for the Governor's Healthy Community Award.
- PHD Board to decide at the 09.19.17 meeting whether to schedule a fourth study session (proposed date 10.11.17).