



**Riverside Medical Center Board of Commissioners  
February 23, 2017  
Thursday – 4:00 PM**

**Commissioners Present:**

Richard Watts	Pamela Breland
Lavern Jenkins	Gerald King
Lori Schilling	Eric Payne, M.D.
Tammy Magruder	James Thomas
John Nichols	Violet Tate

**Guest**

Peter Sullivan, CEO Riverside Medical Center  
John Seal, Interim CFO  
Luis Alvarado, M.D.  
Matthew Brown

**CALL TO ORDER/OPENING PRAYER**

A meeting of the Riverside Medical Center Board of Commissioners was convened on Thursday, February 21, 2017 at 4:01 p.m. The opening prayer and the pledge of Allegiance were led by Board Chairman King.

**WELCOME**

**APPROVAL OF MINUTES**

The minutes of the January 26, 2017, Board of Commissioners meeting were presented for approval.

**Action:** A motion to approve the minutes was made by Board Member Breland, duly seconded by Board Member Thomas, unanimously approved.

Board Member Tate entered the meeting at 4:03 p.m.

Riverside Medical Center's Board of Commissioners agenda was amended at this time to hold new commissioner swearing in until Mr. Matthew Brown, Riverside Medical Center's Board Attorney arrives.

**CHIEF FINANCIAL OFFICER'S REPORTS**

- Statistics/Financial Indicators; Year to Date
- Income Statement

- Balance Sheet
- Cash Flow Summary
- Capital Expenditures
- Bad Debt Summary

Mr. Seal provided graphs and charts. A brief discussion ensued regarding the financial reports provided.

### **MINDWORX MARKETING**

Mr. Sullivan presented a 12 month proposal from Mindworx Marketing. This company will assist with all marketing for Riverside Medical Center within the current budgeted amount. This includes marketing of the following:

#### **AGENCY SERVICES INCLUDE:**

- 12-month plan / project coordination
- Management of all collateral and action items
- Client consultation and client meetings
- Project coordination of action items
- Ad Concept/ Development
- Copywriting
- Stock Photos
- Comps/ proofs of all items
- Management of all collateral and action items
- Print Management
- Social & Digital Marketing of the following:
  - Facebook
  - Digital Display Ads
  - Google AdWords
  - Website SEO
  - Website updates

#### **AD CAMPAIGN DEVELOPMENT – PRINT ADVERTISING**

- Concept/Design of ads
- Camera-ready artwork provided to the media
- Media placement for all ad insertions

#### **BILLBOARD DEVELOPMENT – OUTDOOR ADVERTISING**

- Concept/Design of billboard artwork
- Production & print management
- Printing of two billboard vinyl (one per billboard location)

#### **SOCIAL MEDIA – Facebook**

- Create relevant, targeted content posted at least 2 times per week (basic content direction comes from client, but MindWorx writes & posts to achieve best results)
- Identify, build and engage with your audience
- Ongoing page management & analytics

- MindWorx monitors & responds to comments & questions
- Develop guideline for responding to top questions
- Creating branded graphics
- Paid ads & boosts
- Page promotion to acquire more Fans

DIGITAL MARKETING – PPC Display Ads

- Design & create animated Digital Ads
- Geo-fenced, Keyword Research & Implementation
- MindWorx will drive instant, qualified traffic to your website and see top placement in search engines through paid promotion, placing you in front of the customers who are searching for your products and services.
- Campaign Creation for Specific Services & Products
- Optimized Landing Pages to Increase Conversions and Sales
- Increase Click Through Rates and Conversions with Expert Analysis, increasing click volume and website traffic

WEBSITE GRAPHICS UPDATE

- Revised the images & graphics of existing site
- Research Industry Hyperlinks
- Site hosted at current location – MindWorx will just need access for edits

WEBSITE SEO

- Assist with Monthly Meta-Tag Maintenance – search engine optimization
- Utilize key words on website to increase the number of visitors to site
- Create keyword-rich content, manage content for search engines to boost rankings
- Distribute data to all the major data aggregators & top-tier online directories

DIGITAL MEDIA PLACEMENT

Social Media	Various Targeted Ads & Paid Boosts	12 months
Direct Digital Ads	Various Ad Sizes	10 months

PRINT MEDIA PLACEMNT

ERA LEADER	4 column x 5” Ads	8 X
DAILY NEWS	4 column x 5” Ads	8 X

OUTDOOR PLACEMNT

Lamar Billboard		6 months
Hedrick Billboard		12 months

RADIO ADS

Northshore Broadcasting	Drive at 5	9 months
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Proposed Budget . . . . . \$40,128

12 Monthly Installments . . . . . \$3,344

**Action:** A motion to accept the proposal from Mindworx to Riverside Medical Center’s Board of Commissioners for approval was made by Board Member Nichols, duly seconded by Board Member Breland, unanimously approved.

**BOARD**

**NEW APPOINTMENTS:**

Board Chairman King introduced Mrs. Lori Bond Schilling, Riverside Medical Centers Board of Commissioners member.

Mrs. Lori Bond Schilling was then sworn in under oath by Mr. Matthew Brown.

**ORGANIZATIONAL CHART**

The amended Organizational Chart was presented to Riverside Medical Center’s Board of Commissioners for approval.

**Action:** Board Chairman King made a recommendation to the Board of Commissioners on behalf of The Finance and Capital Committee for approval of the revised Organizational Chart. A motion was made by Board Member Breland, duly seconded by Board Member Magruder, unanimously approved by Riverside Medical Center’s Board of Commissioners.

**TELEMEDICINE RENEWAL AGREEMENT**

The Telemedicine agreement between University Healthcare System, L.C. d/b/a Tulane Hospital and Clinic with Riverside Medical Center was presented to Riverside Medical Center’s Board of Commissioners for renewal. The agreement is unchanged from the previous year.

A brief discussion ensued regarding the maintenance and the maintenance log on the equipment, as well as the employee’s education on the equipment.

**Action:** Board Chairman King made a recommendation to the Board of Commissioners on behalf of The Finance and Capital Committee for approval of the telemedicine renewal agreement between Riverside Medical Center and Tulane University Hospital & Clinic as presented. A motion was made by Board Member Magruder, duly seconded by Board Member Breland, unanimously approved by Riverside Medical Center’s Board of Commissioners.

**PAYMENT OF \$450,000.00 NOTE**

Mr. Sullivan updated the Riverside Medical Center’s Board of Commissioners on the payment for the loan that was made against the line of credit for Riverside Medical Center. This payment is due at the beginning of March. The funds are available to make this payment on the due date.

## **RESOLUTION**

Mr. Sullivan reported Riverside is currently completing the application for a \$950,000.00 line of credit for this fiscal year. Riverside Medical Center does not intend to access these funds. The intent is only to have for security giving the fluctuation in government funding as well as the uncertainty of The Affordable Care Act that could affect Riverside Medical Center's cash flow before the end of the fiscal year. These funds cannot be accessed without Board approval.

Mr. Seal informed Riverside Medical Center's Board of Commissioners the resolution being presented is for approval to apply for a \$950,000.00 line of credit for the fiscal year 2017. The deadline to submit the application is March 21<sup>st</sup> for the Bond Commission with the next meeting being held on March 30<sup>th</sup>.

**Action:** A motion to approve the resolution for Riverside Medical Center to apply for the \$950,000.00 line of credit was made by Vice Chairman Jenkins, duly seconded by Board Member Watts, unanimously approved.

## **MEDICAL STAFF REPORT**

Medical staff conducted its monthly scheduled meeting on February 16, 2017. Those in attendance approved the minutes from the last scheduled meeting, which was held on January 19, 2017. Dr. Fabre reviewed the Quality Council meeting and Quality Dashboard for the month of December and indicated fall outs identified throughout the month. Dr. Nicholson reviewed the Surgery Committee report.

Dr. Alvarado made a recommendation to the Board of Commissioners on behalf of the Medical Staff for approval of The Rehab 2017 Risk Assessment and the Quality Assessment and Improvement plan, as well as the revised Fetal Death Policy.

**Action:** A motion to approve The Rehab 2017 Risk Assessment, The Quality Assessment, and Improvement plan; as well as the revised Fetal Death Policy was made by Board Vice Chairman Jenkins, duly seconded by Board Member Nichols, unanimously approved.

## **CLINIC SERVICES MANAGEMENT REPORT**

The Clinical Departments report is as follows:

### **Operational**

- The cath lab had 21 total cases in the month of January. One of these was a pacemaker generator change and four were coronary interventions. Outcomes continue to be positive.
- Emergency Department visits were 1,313 for the month of January. Total length of stay was 2 hrs 24 minutes. Door to Doc time was 31 minutes and the left without being seen rate was 1.52%.
- January Telestroke Data: 7 strokes with 1 of these receiving TPA with the door to needle time of 36 minutes.
- The kick off call for the Fresenius IV pumps has taken place. They are currently working with Riverside Medical Center's pharmacy on downloading our drug library. Weekly calls are being conducted with Fresenius to facilitate this process. The staff has been

provided an online introductory course to familiarize them with the pumps. The target date to go live is April 3, 2017 and on site staff education will take place tentatively at the end of March. We have also purchased 20 new IV poles to replace some of our older IV poles which need to be taken out of service.

- Swing bed patients are continuing to increase. Riverside Medical Center had 12 swing bed patients in January.

### **Education and Training**

- IV pumps
- Three nurses from the ED attended a 12-lead EKG class sponsored by LERN at East Jefferson General Hospital
- Rebekah Falgout RN attended a class in Mobile for Mid-line IV insertion certification. We now have three nurses certified to place Mid-lines.

### **Performance and Risk Management**

- Post ED phone calls: 3% of patients were contacted. Overall satisfaction for January was 95%. 100% understood their discharge instructions and 100% were kept informed during their stay.
- Med verify rate for January was 93.3% with the threshold being 95%
- Blood administration was at 97% with the threshold being 100%
- Hand hygiene was 100%

### **MANAGEMENT REPORT**

- Cerner will be doing an on-site visit for additional clinic builds that were completed in early February. They will be back on site next week.
- Riverside Medical Center will be having a leadership get-together with Our Lady of the Angels on March 10th.
- The chili cook off that was held on February 10th was a great success! Sheriff Randy Seal took first place. Overall the day raised more than \$1,000.00 for American Heart Association.
- Mr. Sullivan advised he attended Louisiana Hospital Association's Winter Conference several weeks ago. He learned a lot regarding the states budgeting crisis. Given the special session results, we should not be affected significantly this fiscal year but there are more state budget problems on the horizon.
- Riverside Medical Center's swing bed program is going great. We had 12 patients in January compared to three at this time last year. February may be down due to our admission criteria, but we are receiving many more calls for beds than previously due to marketing efforts.

- Mr. Sullivan informed Riverside Medical Center's Board of Commissioners he has met with a Pediatrician, Mrs. Courtney James, MD. Her contract is being negotiated. Dr. James is planning to come on board in July.
- Mr. Sullivan also informed the Riverside Medical Center's Board of Commissioners he has met with the Chief Resident of Our Lady of The Angels, Ms. Hoang Le, MD. Dr. Vy Le is currently practicing family medicine as well as internal medicine in the residency program. More conversation will be taking place in hopes she will join our team as well.
- Continuing conversations are taking place with other specialists that we have discussed previously to finalize plans for service here at Riverside Medical Center, such as internal medicine, orthopedics, and general surgery.
- The leasing contract has been completed for the clinic space to the nephrologist in Riverside Medical Center's Wound Care Clinic. The contract has been forwarded to them for review and hopefully will commit next week.
- We are in the works of scheduling a board member orientation in the month of April. This will be held at Bogue Chitto State Parks meeting room. We will use this time as both an orientation and a board planning meeting. More to come on that in the next couple of weeks.
- Accounts Payable has gone from 127 days to 98 days with more progress to come in the next few weeks as we pay off more of our debt.
- Riverside Medical Center has paid down a substantial amount of outstanding accounts payable. More will be paid down this week, and we are on track with the predictions made at our last board meeting.
- Mr. Sullivan informed there are several CFO candidates that he will be scheduling interviews with in the coming weeks along with several internal CNO potential candidates. We will interview all internal and external candidates, followed by a peer interview process with the final two or three.
- We will be setting a meeting with Rural Solutions, our ACO provider, with the medical staff in order to improve our participation.
- Pioneer has been on site today doing assessments. They will possibly be on site again tomorrow for further assessments.
- The parking lots are scheduled to be restriped next Wednesday, weather permitting.
- The Cath Lab generator is now on site and in place. It should be connected and doing test load runs by next week.

**PUBLIC PARTICAPATION**

The floor was open for public participation by Board Chairman King.

**Action:** There being no further need for public participation a motion to close the floor was made by Board Vice Chairman Jenkins, duly seconded by Board Member Thomas, unanimously approved.

**Action:** A motion to dismiss the meeting into Executive Session for strategic planning and personnel matters was made by Vice Chairman Jenkins, duly seconded by Board Member Breland, unanimously approved, at 4:43 p.m.

After executive session was adjourned, Board Chairman King declared the Board meeting back in regular session at 5:49 p.m. with a motion by Board Vice Chairman Jenkins, duly seconded by Board Member Thomas, unanimously approved.

Board Chairman King stated, “On behalf of Riverside Medical Center’s Board of Commissioners, we authorizes the CEO, Peter Sullivan, to prepare and negotiate the terms of all documents needed to fulfill the purchase agreement for the Thomas Clinic.”

There being no further business, meeting was adjourned at 5:51 p.m.

Respectfully Submitted,

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Angella Loup  
Executive Assistant

\_\_\_\_\_  
Gerald B. King Chairman  
Riverside Medical Center

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Peter Sullivan CEO/Secretary

(All Resolutions, Affidavits, Correspondence and Attachments in its entirety are available of the Board at Riverside Medical Center 1900 South Main Street, Franklinton, LA) This meeting was held in accordance with the Americans Disabilities Act, if you need special assistant please contact Angella Mayfield Loup, Clerk to the Board at 985-839-4431 describing the assistance that is necessary.