

**Westside Healthcare Advisory  
Meeting Minutes  
April 24, 2008  
Patterson Library Building – Downtown Patterson**

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Meeting was called to order at 7:04pm.

Advisory Chairman DeMartini, Stanislaus County Supervisor - District 5 made opening comments – thanking all attendees for on-going commitment to this process.

All attendees self introduced. See attached sign in sheet for actual attendance.

Chairman DeMartini asked staff to summarize the meeting minutes from the March meeting. Upon completion of this review – Chairman DeMartini asked for any comments and/or corrections regarding the meeting minutes from March. All approved the paraphrase and there were no clarifications or comments.

Jennifer Smith, Telemedicine Project Manager, School of Natural Sciences - UC Merced attended as the scheduled guest speaker.

Ms Smith discussed the history and early background of the telemedicine field. Highlighting that this technology based approach is a significant way to help physicians (especially those in rural and isolated locations) to link to specialists in other locations.

Currently, UC Merced is in the very early stages of setting up five (5) valley based telemedicine sites – to include T-1 high-speed Internet connectivity and equipment. This effort will include the provision of all equipment and start up training.

Telemedicine allows local physicians (and their patients) to see and interact with specialists out of the area via live Internet connectivity (live feed).

Currently, storing forward – the process of using data analysis assistance via teleconnectivity is primarily used in the areas of:

- Dermatology, and;
- Radiology

These successes are primarily based upon the image significance of these functional areas.

In addition to connecting local/rural healthcare providers and their patients with specialist care – the telemedicine movement also hopes to help resolve malpractice claims and issues related to issuing appropriate medications, diagnosis and/or treatments.

Supervisor DeMartini was very interested in this approach in light of recent (related) issues in Stanislaus County involving mental health diagnosis, treatment and medication prescriptions.

**ACTION ITEM:** Staff to follow up with Ms Smith to inquire regarding process steps to engage and compete for telemedicine location/status within the UC Merced outreach model.

Staff has contacted Ms Smith and she encourages Stanislaus County to complete the UC Merced Survey that will include our programs into future telemedicine site and services decision-making.

Ms. Smith forwarded the e-link to the telemedicine survey by way of e-message attached below:

As mentioned, the best way to proceed in being eligible for participation in our telemedicine efforts in the valley is to have your mental health group complete the survey at the link below. That way, we are aware of their interests and needs, and will be able to prioritize them. We will be looking to expand the present network soon, so this is a good way to stay involved. Also, as mentioned, I will be in touch regarding our telehealth consortium group that we are putting together to discuss the issues in different areas with our "thinking caps" on, so that we can start to create real solutions.

Here's the survey link: [http://granada.ucmerced.edu/cs/none/create/tel\\_srvy?x-t=pub.form](http://granada.ucmerced.edu/cs/none/create/tel_srvy?x-t=pub.form)

I'll look for it!

Best,

Jennifer

Jennifer Smith  
Telemedicine Project Manager  
University of California, Merced  
School of Natural Sciences

Ms Smith also talked about several emerging funding sources that should play large in telemedicine development. Funding programs such as CNET California New and Emerging Technologies has recently provided \$22.1M to help establish the California Telehealth Network CTN.

Ms Smith closed her presentation by speaking to the process of getting to broad implementation. She reiterated that physicians are just now beginning to buy in and that it will be very critical to future successes for administrators to do the same.

Margo Arnold commented on the recent and on-going progress that Del Puerto Healthcare District has achieved with bringing specialty services to the westside – mentioning Stanislaus Cardiology (once monthly).

Ms Smith also mentioned that UC Merced would be going after additional grant dollars in the near term in an effort to continue to expand telemedicine services to rural areas.

Ms Smith recommended that we share our circuit rider model with a focus on ultimately bringing paying patients to the urban/hospital providers. This approach may be an attractive way to frame our argument.

Next, Staff presented current OSHPD data updates.

Marc Hartly broke down the primary emergency room visits/issues by zip code and by urban ER.

**ACTION ITEM:** Staff to provide a simple matrix of aggregate ER visits generated by all westside based healthcare visits. This will include pull out data for the three urban

Stanislaus County locations (Modesto X2 and Turlock). Staff will incorporate this data into the draft white paper westside outreach model that is currently a work in progress. NOTE: Numbers appear to be very low comparatively. Approximately 1300 westside ER visitations annually.

Ms Smith commented that these numbers are extremely low and that her concern would be that there does not appear to be a critical need at this time. Ms Smith further commented "as an outsider looking in" "these numbers will not inspire urban providers toward outreach"

Margo Arnold commented that the workgroup needs to focus on prevention and education topics – including life style changes, family changes, noting, "This is the future of our healthcare"  
"We need to change the perception of healthcare on the westside"

Task force reviewed draft 3 of the Community Outreach brochure. There were several additional comments for change and edit.

**ACTION ITEM:** Staff will make the changes to the brochure (nominal edits) and share electronically to all taskforce members for electronic sign off. May 12 will be the deadline for changes with May 15 target date for Spanish language conversion and final print and publication processes.

All taskforce members agreed that the brochure is close to ready for publication and are encouraged by having this formal community outreach tool.

**ACTION ITEM:** Staff will:

1. Have final brochure converted to Spanish language as alternative format
2. Price distribution quantities
3. Contact potential partners for print and distribution cost sharing possibilities.

**ACTION ITEM:** Chairman DeMartini requested that all taskforce members complete the next steps matrix/template and come prepared at the next regular meeting to discuss our strategies forward.

All members agreed with this approach.

**Next meeting date and time were scheduled:**

**June 19, 2008 (Thursday)  
City of Gustine**

**Al Goman Community Center  
741 Linden Avenue,  
Gustine, CA 95322**

**7 PM – 9 PM**

Supervisor DeMartini closed and adjourned the meeting at 9:25 PM.

Attachment: Sign in sheet