

**MEETING MINUTES**  
**Westside Healthcare Advisory Task Force**  
**Meeting v.4**  
**September 6, 2007**  
**7PM – 9PM**  
**Newman City Council Chambers – City of Newman**

The meeting came to order and commenced at 7:03pm.

Stanislaus County Supervisor Jim DeMartini (District 5) opened the discussion with brief comments and restated purpose.

Advisory members self introduced.

Supervisor DeMartini gave a brief overview of agenda and meeting purpose – thanked advisory participants for making such a “quality investment of your time.”

Keith Boggs – County Chief Executive Office gave a brief overview of the Gustine July 19, 2007 meeting minutes. There was a general concurrence with the content as presented. There was no formal motion to approve – not applicable.

Staff circulated a version #2 status quo service level matrix for group review. This matrix was based upon input from the three primary service/care providers on the Westside:

- Del Puerto Healthcare District,
- Golden Valley Healthcare Centers, and
- Sutter Gould Healthcare.

The group discussed the matrix draft and commented positively on the realigned data sets – several comments regarding easier accessibility to comparison. Some discussion regarding Sutter Gould opt out of Advisory participation. Staff will continue to engage Sutter Gould to attempt to complete the status quo matrix.

- **ACTION ITEM:** County staff to continue to make attempt for information from Sutter Gould to finalize status quo service level matrix.

Staff shared update on physician survey outreach. 20 respondents provided information (out of 31 possible) Thank you to Advisory members who took the extra time to facilitate the data collection process – good work all!

- **ACTION ITEM:** County staff will develop raw data into a matrix for comparison and discussion by the Advisory Group at the November meeting.

During the physicians survey discussion there was a recommendation to change the surveyor name column to provider affiliation so that the physicians list could be easily cross-referenced for service/profession type, location, and provider affiliation.

- **ACTION ITEM:** Advisory Healthcare partners to review physicians roster and assist with identifying appropriate affiliations. County staff to facilitate data collection for next meeting distribution.

Marc Hartly shared status of OSHPD data request process. Mr. Hartly confirmed that ER visitation rates and locations by zip code of origin (residence) is a key data request.

- **ACTION ITEM:** Mr. Hartly will continue to lobby the State for this important data set. County of Stanislaus is prepared to absorb the nominal cost of having these data sets provided to the working group. Mr. Hartly will continue to update the work group as this effort moves forward.

This presentation sparked a brainstorm discussion of next steps kicked off by several members of the Advisory – including:

1. Need for a specialist in the community
2. 24 hour shared care or some extended service share time.

The 24-hour extended/shared care conversation really resonated with the workgroup. There was suggestion (Ted Kelley, City Councilman - Newman) that the Advisory design a pilot model to solicit to the local/regional hospital systems.

The pilot model idea was “fleshed out” to include discussion about perhaps a resident-physician cycling through the various clinics (i.e. westside circuit rider) so that extended hours would be available on going, and in a shared facilities capacity.

This was very well received.

Marc Smith (Golden Valley) suggested a white paper or discussion paper on the model that would highlight the value add for area/regional hospital ER infrastructures – burdened by westside ER visitations. Identify the BENEFIT!

Argument for hospital investment included:

- An ability to screen the uninsured from their ER intake
- An ability to screen medi-cal clients
- Far better efficiencies in existing ER facilities (less traffic)
- An opportunity to align clients/patients with appropriate providers after they are back in the community – better/more consistent follow up

Advisory then began to discuss a process flow for delivering this concept forward.

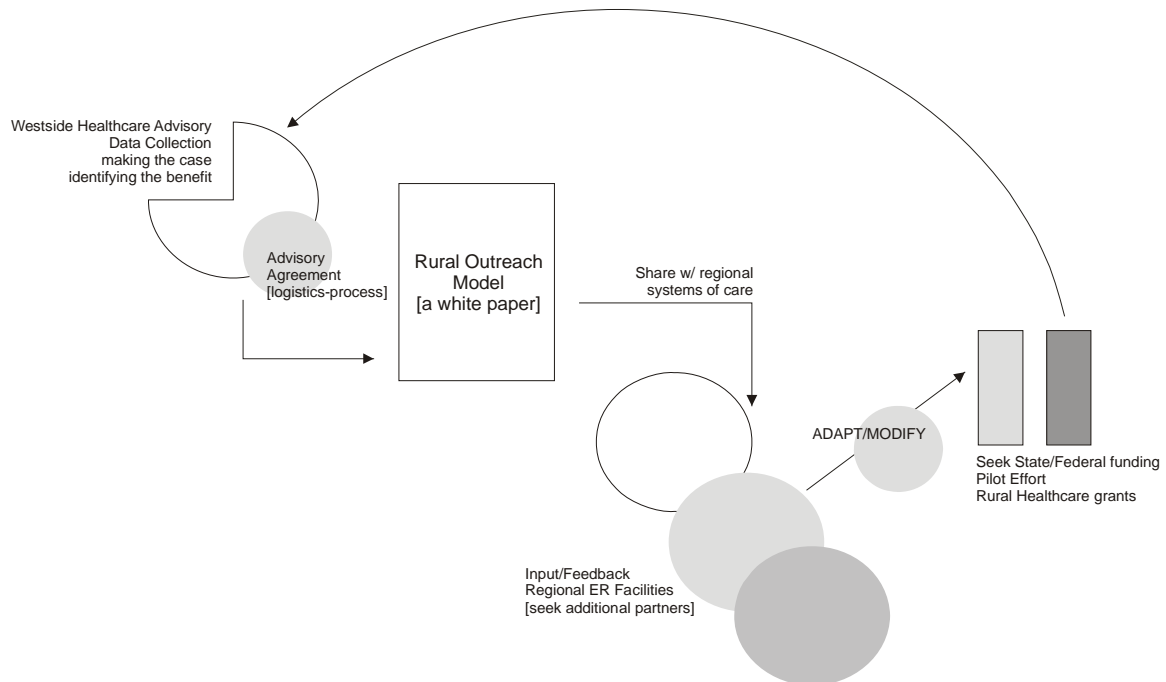
1. Develop the argument – data collection on-going – major support requirement.

[See benefits above]

Critical data for circuit rider model:

- Zip code data for ER visitations from westside clients
  - Westside demographics
  - Information by payer source – burden factor:
    - Number of uninsured
    - Medi-cal
    - Managed care
    - Private insurance
2. Agreement by and between members of the Westside Healthcare Advisory – joint agreement
  3. Presentation to Emmanuel/Turlock and Modesto Hospitals
  4. Seek participation and buy in to concept

5. Modify model/approach based upon input and feedback
6. Share with State elected policy makers
7. Seek State and/or Federal support via grants, special project dollars, pilot rural healthcare effort



- **ACTION ITEM:** All Advisory members to continue toward development of a pilot circuit rider model of outreach to westside. All agree upon approach and process steps.

In addition to the outreach model discussion – the group also discussed the parallel importance of raising community awareness of the workgroup and the status quo healthcare possibilities currently available. This discussion took the group in an entirely different direction – discussing the need for “getting our service information out to the westside residents.”

Some conversation about existing healthcare – health fair activities.

There was loud agreement that there are multiple other avenues to do quality outreach in - other than simply at health fair venues. Several ideas were brainstormed – the most viable included:

- An insert (multi-panel brochure) to act as marketing piece with multiple purpose:
  - o Insert in Patterson Irrigator and Westside papers
  - o Stand-alone information piece for distribution at fairs, city hall/city services locations – parks, etc.
  - o Stand alone piece for distribution to residents – via residential development partners
- Speaker Bureau

- Develop a speaker bureau of Advisory members to share the Advisory mission and purpose with broader audiences
- Develop a web presence on County community web portal that provides for a single web based point of contact for all three primary healthcare providers and shares the work and development process of the Westside Healthcare Advisory.
- **ACTION ITEM:** County staff to work on these marketing pieces – including web presence and share mock up recommendations at next quarterly meeting.

The meeting ended with several roundtable comments about the positive direction of the Advisory. Margo Arnold reminded Supervisor De Martini that he was going to provide emergency/disaster information data and preparedness protocol.

**Next meeting was slated for November 8<sup>th</sup>, 2007 at 7:00pm.  
New Patterson City Council Chambers  
City of Patterson**

Meeting reminder and agenda will be distributed one week prior to this meeting.

**Meeting was formally adjourned at 9:27 pm**