



**CGH Board of Directors  
Planning Committee  
18 November 2021**

Call to Order and Attendees

A meeting of the Planning Committee was called to order by Dr. Marcia Jones at 1801 on 18 March 2021. Present were Andy Moore, Bob Hewes, Dana McCoy, DeAnne White, Don Stindt, Dr. Marcia Jones, Heather Sotelo, Mary Ellen Wilkinson, Nancy Rasmussen and Roger Wait. Absent were John Van Osdol, Tim Zollinger, John Larson, Dacia Dennis, and Dr. Jeff LeMay. Five CGH staff members and Andy Moore from the Board were present.

Approval of Previous Minutes

The minutes of the 18 March 2021 meeting were approved as written. **A MOTION WAS MADE BY ROGER WAIT AND SECONDED BY NANCY RASMUSSEN TO ACCEPT THE MINUTES AS WRITTEN.**

**OLD BUSINESS**

COVID Updates

Dr. Steinke gave an update on COVID – CGH had a decent summer and had several weeks without any patients with COVID. We have seen a wave over the last couple of months of COVID patients. We currently have 3 positive COVID patients in the hospital but within the region Stephenson and Winnebago have seen an increase in the number of COVID patients. SwedishAmerican had 51 COVID patients and their ER was backed up. They have been struggling with COVID patients and other non COVID related issues. FHN did not see any type of lull this summer and had 15-25 COVID patients steadily throughout the summer. We do not know if it is because of the vaccination rate in these areas or if it is headed this way. We are recommending the booster to 65 and older and high-risk patients. The booster will be opening to everyone in the near future. We continue to use the monoclonal antibody infusion. We are dealing with vaccine mandates from the Governor as well as the CMS mandates. The CMS mandate is a condition of participation and CMS could deny CGH Medicare payments if we do not comply. CGH receives \$50M dollars a year from Medicare and they could stop this reimbursement. The CMS mandate does allow for some waivers. The State allowed weekly testing for the unvaccinated but with the last mandate all Healthcare employees will have to be vaccinated. We want our patients to be safe and we are taking all the precautions we can.

We have not had any employee quite due to this mandate. We do have more hurdles with the CMS mandate. Both the OSHA and CMS mandates have ended up in the court system.

Marketing Update

On November 5, 2021 the CGH Auxiliary celebrated their 75<sup>th</sup> Anniversary. Marketing has been working with the CGH Auxiliary on the 75<sup>th</sup> Anniversary celebration. Dr. Steinke did a video to the Auxiliary and a history of the Auxiliary is displayed in the hallway between the clinic and the hospital. This can also be seen on the CGH website.

Marketing is also working with HR on a campaign to bring in new employees. We have a billboard, advertised in the newspaper and advertised on our social media sites. Doing a lot of marketing to bring in employees for HR. Geofencing will also be used.

Marketing has refreshed the parking lot banners in alignment with the Healthy & Bright Holiday Lighting. Dr. Steinke, Deb Keaschall and Dave Osborn spoke at

	<p>the virtual event and the Sterling High School Madrigals sang.</p> <p>Lights provided by the CGH Auxiliary are at the hospital, main clinic, downtown clinic and the Library Plaza tree.</p> <p>With the 340B program CGH is trying to pull in more Medicare patients for labor and delivery and CGH has a billboard for this.</p> <p>Our top Google web searches:</p> <p>Top Search Terms (# of searches)</p> <ol style="list-style-type: none"> <li>1. OBGYN</li> <li>2. Flu Shots</li> <li>3. COVID 19 vaccine</li> <li>4. Inpatient COVID patients</li> <li>5. COVID testing</li> </ol> <p>Top Entities by Click (# of clicks):</p> <ol style="list-style-type: none"> <li>1. Entity ID: FAQ1 – How do I pay my bill?</li> <li>2. Entity ID: 66 – Debra Bowman, MD</li> <li>3. Entity ID: FAQ4 – Where can I view my medical records</li> <li>4. Entity ID: 3 – CGH Main Clinic</li> </ol> <p>Marketing is also working on a new TV commercial (60, 30 and 15 second segments).</p>
<p><b>NEW BUSINESS</b></p>	
<p>Review of discussion from annual Leadership Retreat</p>	<p>The Strategic Plan was discussed at the Leadership Retreat. Every couple of year we will do a deep dive into the Strategic Plan. We will have the Strategic Plan at the next planning meeting and then it will go to the Board in the Spring.</p> <p>Dr. Bird and Kristie Geil gave a presentation on the pandemic at the Leadership Retreat. The perception of the community was that CGH did a great job of communicating to the public. The IT department helped set up I-pads for the COVID patients and helped connect patients with their loved ones during end of life.</p> <p>The vaccination clinic when well. A discussion was held as to where our corporate giving goes each year, strategies as far as the job market. The job market has been tough. Sinnissippi has 42 positions open out of 238 positions and CGH has 177 out of 1600 positions. At the hospital it has more to do with the entry level employees. It has been hard to compete with Halo and Walmart Distribution Center. CGH increased their starting pay from \$11 dollars and hour to \$13 but have had to increase this to \$15 to get the entry level positions filled. We can't make the change to the bargaining unit employees until an agreement can be reached.</p> <p>A discussion was held on the expansion of the Daycare. It was felt that without sufficient daycare that mothers are quitting their jobs to stay home with their children. The CGH Daycare loses money every year and we are currently looking at the Daycare costs. It is not always possible for CGH employees to get their children in our daycare. The Daycare situation in the Sterling/Rock Falls area is very short. The Daycares are also struggling to hire employees</p>

and with COVID have had to cut back on the number of children they can have. With the shortage of employees, they have had to cut the number of hours they can operate. The CGH Daycare is short 2 full time teachers right now and that has put a crunch on our operation. A question was raised about having volunteers help with the Daycare but it was felt that the Daycare workers had to meet certain requirements and that the volunteers help would make it easier on the employees but not necessarily make it so we could take on more children.

Shane gave an update on the physician recruiting and market share. We have hired oncologist, Dr. Alhareth Sayad, Interventional Cardiologist, Dr. Hassan Kieso, Gastroenterologist, Dr. Ayman Alzubi, Interventional Cardiologist, Dr. Twinkle Singh (who will be starting around August 1, 2022, a contract for an ENT physician is looking good. We are also in the middle of negotiations with another interventional cardiologist.

CGH has been having conversations with a neurology service for our patients. This service would be for the in-patient side of things. There is a very significant wait to get into a neurologist and we are looking for something that will help us fill this gap. We have also talked about having Telederm as well and we are searching for a company that can help with this as well. We are trying to recruit a full-time NP to work with Dr. Joseph.

A discussion was held on partnering for Dermatology and Neurology. It seems all the hospitals are having the same issues and wait times to be seen. Dr. Jones said that if she expresses concern about the patient that Dermatology and Neurology always get the patient in quicker.

#### Facility Update

The lobby refresh was discussed. A decision was made to hold off on the lobby refresh over the past several years. We will be working on the capital budget in December and this will be part of that discussion. To redo the lobby could cost \$3-5 Million dollars. Since the cost was so high CGH tended to put the money into patient care area. A discussion was held as to the perception of the community when they see the outdated lobby. Cindy discussed a different option for the lobby. There is money to do more a refresh on the lobby. It will not address the issues with the flow but would update the lobby to this era. The money is budgeted for the refresh this year but will not be completed until the oncology department is finished. We will start the lobby next fiscal year.

Cindy – Had a lot of different options to a larger plan. We have money to do a refresh on the lobby. It won't allow us to address the flow issues but would update into this era. In terms of being able to relocate, some of the area we would just focus on lobby itself. We have the money budgeted this fiscal year. Start the design process but want oncology finished first. Next fiscal year we will start the lobby. You can't see the people that are sitting there to help you.

CGH started Electronic Health Records in October. Community Works will get us on a unit 5 platform and help improve patient care from that standpoint. This will get the community more engaged in training for the portal. The go live date for Community Works is October 24, 2022.

Under Excellent Patient Care were 7 items. One of the items discussed was

	<p>changing the mission statement from “kindness” to “Empathy.</p> <p>Is there a plan to include long term affects of COVID in the Strategic Plan? We may be living with COVID for quite some time and how are we supporting CGH employees and the community. Are we providing education for the community and what does the community need to do to stay health?</p> <p>A discussion was held on placing a digital sign like the sign at Henry Hammond in Geneseo. We are looking into placing a sign and discussed 40 and LeFevre or Miller and 40. A stop light will be placed at Miller and 40.</p> <p>Telehealth was discussed and questions were asked as to how we stay competitive with other insurance companies that have their own telehealth companies on their insurance.</p>
<p>Next Meeting Date</p>	<p>The next meeting date will be sent out by email.</p>
<p>Adjournment</p>	<p>There being no further business, the meeting was adjourned at 1924 p.m.</p>

Beth Lancaster  
Recording Secretary

Marcia Jones  
Chairman