

**October 25, 2010**

<b>Commissioners in Attendance</b>	
√ <b>Michael Powers</b> , Director, Ventura County Health Care Agency	<b>Rick Jarvis</b> , Private Hospitals / Healthcare System (Excused)
√ <b>Lanyard Dial, MD</b> , Physician, Ventura County Medical Association	√ <b>Roberto S. Juarez</b> , CEO, Clinicas del Camino Real, Inc.
<b>David Araujo, MD</b> , Director, Ventura County Medical Center Family Medicine Residency Program (Excused)	√ <b>Kathy Long</b> , Ventura County Board of Supervisors
	√ <b>Tim Maurice</b> , Private Hospitals/Healthcare System
√ <b>Maylee Berry</b> , Medi-Cal Beneficiary Advocate	√ <b>Catherine Rodriguez</b> , Ventura County Medical Health System
<b>John Fankhauser, MD</b> , Physician, Ventura County Medical Center Executive Committee (Excused)	√ <b>Anil Chawla, MD</b> , Physician, Clinicas del Camino Real, Inc.

<b>Staff in Attendance</b>	<b>Guests</b>
Terrie Stanley, Interim CEO, Ventura COHS	Jennifer Bower, Human Resource Director, RGS-LGS
Tin Kin Lee, Legal Counsel	Ken Dixon, Consultant, ACS
Dee Pupa, Interim Assistant Clerk of the Board	Jeff Mahoney, City Creative Group
	Traci R. McGinley, GCHP Consultant

<b>AGENDA ITEM / PRESENTER</b>		<b>MOTIONS / MAJOR DISCUSSIONS</b>	<b>ACTION TAKEN</b>
<b>1</b>	Call to Order and Pledge of Allegiance Michael Powers	<ul style="list-style-type: none"> <li>The meeting was called to order at 3:03 p.m.</li> <li>Pledge of Allegiance</li> </ul>	Call to order at 3:03 p.m.
<b>2</b>	Roll Call	<ul style="list-style-type: none"> <li>All Commissioners present, except Commissioners Araujo, Fankhauser and Jarvis.</li> <li>A quorum was present.</li> </ul>	
<b>3</b>	Review and Approval - Minutes September 27, 2010  Michael Powers	<p>The Minutes of September 27, 2010 Commission meeting were presented for review and approval.</p> <p>Commissioner Maurice moved to approve the September 27 2010 minutes; Commissioner Dial seconded the motion then carried.</p>	Commissioner Maurice moved to approve the September 27 2010 minutes, Commissioner Dial seconded. <b>Approved 7-0.</b>
<b>4</b>	Public Comment / Correspondence	Member of the public, Bob Rossi requested an update on receiving a copy of the Commission Office Lease, to which Interim CEO Stanley responded that the Agreement was currently before the County Board of Supervisors.	

**October 25, 2010**

		<p>After approval and receipt from the County a copy would be forwarded to Mr. Rossi.</p> <p>Maria Elena Cruz, Health Education League of America (HELA), Latino Community Advocate, stated that the meeting was not properly Noticed and Agendized as it was not on the WEB until late Friday. She requested that the calendar information on the WEB be easier to read and that the Commissioner contact information be located on the WEB. Ms. Cruz then requested that the Commission change the time of the meetings so working Medi-Cal recipients can participate, possibly Tuesdays or Thursdays after dinner.</p> <p>Interim CEO Stanley responded that she received confirmation from County IT staff that the Agenda itself was posted timely on the WEB.</p> <p>David Cruz, HELA President, urged the Commission to broadcast the meetings and stressed that it was essential to broadcast in English and Spanish in order to reach and assist the program recipients. Mr. Cruz then expressed his concern that the Consumer Awareness Campaign Strategy was not comprehensive and did not address all area groups.</p> <p>Commission Chair Powers informed Mr. Cruz that the Consumer Awareness Campaign Strategy item on the Agenda is only the beginning of the plan and explained that there has been no state funding.</p> <p>Steve Epstein, Lazer Broadcasting, introduced himself and members of his staff in attendance at the meeting. He explained that Lazer has been serving the Ventura area Spanish community for 20 years and indicated that radio is the primary medium to reach the Spanish speaking. Mr. Epstein then stated that as the leading Hispanic broadcaster in the area he looks forward to working with the Commission.</p> <p>Carmen Ramirez introduced herself as an Oxnard attorney that often</p>	
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**October 25, 2010**

		<p>represents Spanish speaking individuals. She stressed the importance of working together to get everyone involved. There are many citizens in the area that do not participate because they do not speak English. She urged the Commission to disseminate as much information as possible, in English and Spanish.</p> <p>Jess Gutierrez stated that he worked with the Youth Authority for more than 26 years and as a consultant for a number of entities. He stressed that adequate services must be made available to the Spanish community and believes they are often not afforded the same services. Mr. Gutierrez added that low income, language and education barriers hinder receipt of health services. If health problems are not addressed early, they often cause much more severe problems in the future. Money and services need to be used for and by the groups in which they are intended.</p> <p>Reverend Ron Threatt spoke to the Commission about community awareness and implementation of the program. The information suggests that there are 110,000 Medi-Cal recipients in the area, but he believes there are far more. The program needs to be broadened; it lacks substance and needs to show how people will be reached. Reverend Threatt urged the Commission not to view individuals in the community that may receive services as users or enrollees, but collaborators for a better system. Consider consumers as stakeholders as they have more to lose. He requested that this be a two way process and needs to be a collaboration of education and services. He expressed his concern that the process was being rushed and would prefer to see the entire package of services. Gold Coast needs to create a Plan that everyone can get involved with. It should not look like other plans, but needs a higher vision. Not speaking for the community, but speaking with the community.</p> <p>Interim CEO Stanley explained that the other committees will be formed once the CEO is on board and has staff. GCHP will get input from the community for those appropriate to serve on those groups. This Board</p>	
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October 25, 2010

		<p>wanted to make sure that staff is here, once the CEO is on board it should happen quickly.</p>	
<p>5</p>	<p>Request for Television Coverage of Scheduled Meetings -Options for Consideration</p> <p>Correspondence from Health Education League of America</p> <p>Michael Powers</p>	<p><b>Request for Television Coverage of Scheduled Meetings.</b> Co-Chair Stanley advised the Commission that this and the Brown Act regulations were reviewed by the Executive / Finance Committee at its October 13, 2010 meeting. There was concern by the Committee that there was expectation by the group that the Commission fund the broadcasting. Co-Chair Stanley added that a draft Consumer Awareness Campaign Strategy was also provided to the Commission as part of this Agenda Item.</p> <p>David Cruz, HELA, stated that his group wishes to facilitate discussion and is happy to lend assistance. He added that if an education plan is being designed, there should be funds for outreach.</p> <p>Interim CEO Stanley added that the Executive / Finance Committee also recognized that there may be additional entities that wish to broadcast.</p> <p>Commissioner Juarez moved that Gold Coast Health Plan allow the public meetings to be broadcast in Spanish and / or English. Commissioner Chawla seconded. The motion then carried.</p> <p>Commissioner Dial asked if there was a mechanism in place, to which Commissioner Juarez responded that it was his belief that if someone wished to broadcast it was at their expense.</p> <p><b>Draft Gold Coast Health Plan's Consumer Awareness Campaign Strategy.</b> Interim CEO Stanley explained that this was a working document in order to get basic structure and that the document would continue to change. She then stated that there are no funds to start the Plan, the reimbursement does not start until there is enrollment in the Plan. Everything that is happening now is not being funded or reimbursed from the State. Interim CEO Stanley added that the County has been</p>	<p>Commissioner Juarez moved that Gold Coast Health Plan allow the public meetings to be broadcast in Spanish and / or English. Commissioner Chawla seconded. <b>Approved 7-0.</b></p> <p>Commissioner Maurice moved that the Draft Plan show we have outreach programs and how we are committed to assist. Commissioner Dial seconded. <b>Approved 7-0.</b></p>

October 25, 2010

		<p>extremely supportive to get things off the ground. Once the Plan is in place there would be funds in the budget for outreach. The strategy is to reach the population we know are currently beneficiaries. Consumer groups will be formed over the next few weeks.</p> <p>Interim CEO Stanley added that the Draft Campaign Strategy is basic in nature, on purpose, and was modeled after numerous plans.</p> <p>Commissioner Maurice moved that the Draft Plan show we have outreach programs and how we are committed to assist. Commissioner Dial seconded and the motion carried.</p>	
6	<p>Interim CEO Report</p> <p>Terrie Stanley</p>	<p><b>CEO Transition Plan.</b></p> <p>Interim CEO Stanley reviewed the Transition Plan and added that the Commission should be extremely proud of all of the work they have done in getting this started. She advised the Commission that she would be available the first two weeks after CEO Greenia arrives.</p> <p>Commission Chair Powers thanked Interim CEO Stanley for all of the hard work she has done with and for the VCMCC.</p>	<p>There was no action needed by the Commission.</p>
7	<p>Logo Selection for Gold Coast Health Plan – Executive Finance Committee Recommendation for Logo</p> <p>Result of Community Input Final Selection</p> <p>Terrie Stanley Jeff Mahoney</p>	<p>The Commission was provided a handout showing the logos as forwarded from the Executive / Finance Committee. Interim CEO Stanley added that the logo that received the most positive responses was the “Stethoscope” Version B on the handout.</p> <p>Jeff Mahoney, City Creative Group, reviewed the comments and related that the only real comment they had that was not positive was that the “Public Entity” and “Service Mark” were not large enough, which had been on purpose. He continued to review the handout explaining the differences between the logos and colors.</p> <p>Commissioner Dial moved to accept the “Stethoscope” Logo; Commissioner Berry seconded and the motion carried.</p>	<p>Commissioner Dial moved to accept the “Stethoscope” Logo; Commissioner Berry seconded. <b>Approved 7-0.</b></p> <p>Commissioner Berry moved to select the Logo in blue with gold; Commissioner Chawla seconded. <b>Approved 7-0.</b></p>

October 25, 2010

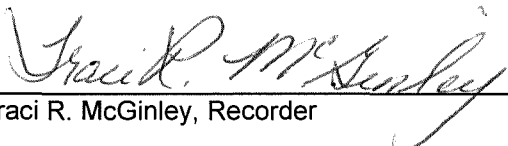
		<p>Commissioner Long asked for clarification about when different colors would be used on the logos, to which Jeff Mahoney stated that it was dependent upon the Commission and the policies they have or make regarding the logo.</p> <p>Jeff Mahoney continued, stating that when the logos went before the Executive / Finance Committee originally they preferred the "Stethoscope" in brown shades.</p> <p>After further discussion, Commissioner Berry moved to select the Logo in blue with gold; Commissioner Chawla seconded. The motion then carried.</p>	
8	<p>Finance Committee Meeting Minutes of September 27, 2010 and October 13, 2010</p> <p>Terrie Stanley</p>	<p>Accept and File Minutes of the Executive / Finance Committee Meetings of September 27, 2010 and October 13, 2010.</p> <p>Commissioner Long moved to approve the September 27, 2010 minutes, and Commissioner Dial seconded. The motion then carried.</p> <p>Commissioner Long moved to approve the October 13, 2010 minutes as amended and approved by the Executive / Finance Committee; Commissioner Rodriguez seconded. The motion then carried.</p>	<p>Commissioner Long moved to approve the September 27, 2010 minutes, and Commissioner Dial seconded. <b>Approved 7-0.</b></p> <p>Commissioner Juarez moved to approve the October 13, 2010 minutes as amended and approved by the Executive / Finance Committee; Commissioner Rodriguez seconded. <b>Approved 7-0.</b></p>
9	<p>Recommendation from Ad Hoc Physician Committee- Services under Primary Care Capitation</p>	<p>Interim CEO Stanley reported that the Commission discussed this in June and directed staff to bring together a group of local physicians to review the Primary Care Capitation. Dr. Keats of California Health First and Dr. Soliz and her group had no problems with the list. It is merely a list that</p>	<p>There was Commission consensus that this item be returned to Committee for further research and</p>

October 25, 2010

	Terrie Stanley	<p>other groups have regarding routine services.</p> <p>Commissioner Dial asked for clarification that the capitation rates were the "least" they could receive for a service, to which Interim CEO Stanley responded correct.</p> <p>Interim CEO Stanley further explained that when we get the Physician Advisory Board they could request the Commission make changes to that list.</p> <p>Commissioner Maurice indicated that he is not familiar with "referral pool" and would therefore be unable to vote on the matter. There was discussion as to whether all doctor offices did provide lab services. Commissioner Juarez expressed his concern that there appeared to be incentive for Doctors to do the minimum. Commission Chair Powers suggested that this item be returned to Committee for further research.</p> <p>There was Commission consensus that this item be returned to Committee for further research and clarification.</p>	clarification.
10	VCMMCC and Executive Finance Committee 2011 Meeting Dates	<p>There was discussion regarding the possibility of having some of the meetings at alternative times.</p> <p>There was Commission consensus that this item be returned to Committee for further research on alternate dates and times.</p>	There was Commission consensus that this item be returned to Committee for further research on alternate dates and times.
11	<p>Compensation and Benefit Information</p> <p>Mike Powers Jennifer Bower</p>	<p>Jennifer Bower, Human Resource Director, RGS-LGS indicated that this request was approved by the Executive / Finance Committee.</p> <p>Commissioner Maurice moved to approve the CEO's amended Compensation and Benefit Package; Commissioner Juarez seconded and the motion carried.</p>	<p>Commissioner Maurice moved to approve the CEO's amended Compensation and Benefit Package; Commissioner Juarez seconded.</p> <p><b>Approved 7-0.</b></p>

October 25, 2010

<p>12</p>	<p>Revisions to Implementation  Project Implementation, and Timeline, Deliverables and Immediate Staffing Requirements  Terrie Stanley Ken Dixon Jennifer Bower</p>	<p>Interim CEO Stanley reported that a large part of the items have been completed; however, we were awaiting clarification from the State about when other items must be in place. The report is broken down to show what must be completed prior to 120 days of implementation. A main concern is around the medical policies not being in place with the CMO.  Key positions have been identified that need to be in place in order to complete this; they include the Chief Medical Officer, Finance, Claims, IT and a couple other key positions.  Ms. Bowers explained that the Executive / Finance Committee had requested CEO Greenia's opinion about filling those positions on an interim basis. CEO Greenia is comfortable having interim people in those positions since filling the positions will take some quite time.  She further explained that the State wants to see about 70% deliverables. In order to move forward, staff must be in place.  Commissioner Maurice moved that effective immediately, Earl Greenia had the right to use RGS-LGS and hire interim Chief Medical Officer, Chief Financial Officer, Director of Claims Services and Director of Information Technology. Commissioner Maurice seconded. The motion then carried.</p>	<p>Commissioner Dial moved to approve hiring interim Chief Medical Officer, Chief Financial Officer, Director of Claims Services and Director of Information Technology. Commissioner Long seconded.  Commissioner Maurice moved that effective immediately, Earl Greenia had the right to use RGS-LGS and hire interim Chief Medical Officer, Chief Financial Officer, Director of Claims Services and Director of Information Technology. Commissioner Dial seconded. <b>Approved 7-0.</b></p>
	<p>Final Comments from Commissioners</p>	<p>None.</p>	
	<p>Adjourn  Michael Powers, Chair</p>	<p>Commission Chair Powers adjourned the meeting at 5:04 p.m.</p>	<p>The Meeting adjourned at 5:04 p.m.</p>

By:   
Traci R. McGinley, Recorder