



Peninsula Health Care District

CEO PERFORMANCE PLAN

For *Cheryl A. Fama*

February 2008-January 2009

Approved by Board: 03-30-08

GOALS & MEASURES	ACTIVITIES
<p>Effective oversight of MPHS relationship.</p> <ul style="list-style-type: none"> Complete plan for future of Behavioral Health. 50% completion of full property development plan Regular, respectful, timely communications 	<ul style="list-style-type: none"> Quarterly PHCD/MPHS Leadership Team Meetings. Schedule and ensure quarterly MPHS reports to the Board. Monitor Sutter financial status; report to Board regularly. Joint property development planning facilitated by HGA architects. Regular CEO meetings with MPHS senior team members. Research, communicate, and stay vigilant in carrying out MA intent re: core services, shared admin. over San Carlos facility, MD recruitment Regular updates on hospital rebuild in PHCD newsletter. Support 1st annual Women's Health Summit. Partner in RN recruitment with Loan Program management.
<p>Improvements in Health of District residents</p> <ul style="list-style-type: none"> Published data Grant recipient reports Expansion of services 	<ul style="list-style-type: none"> Explore direct service opportunities to address unmet needs. Allocate service agreement funds based on documented health priorities. Hold recipients accountable for data-driven results reporting. Visit every grant recipient program at least once. Actively participate in health-related community committees/activities. Seek out published articles and recent reports and include content and/or District in newsletters and press releases.
<p>Improve access to information and services.</p> <ul style="list-style-type: none"> 6 Educational presentations to public Conduct 1 major event that draws > 100 guests 	<ul style="list-style-type: none"> Use Board meetings as educational opportunities; invite guest speakers. Explore at least two areas of potential unmet need and make recommendations (E.g. Disaster planning for seniors, school nurse support, AED distribution, etc.). Launch 1st Annual Grants & Partnerships event in Spring 2009. Establish positive working relationships with editors of local newspapers.
<p>Ensure sufficient resources to achieve Board's mission & goals.</p> <ul style="list-style-type: none"> Set, implement and achieve budget per new policy Complete portfolio analysis 	<ul style="list-style-type: none"> Implement new Financial Guidelines Resolution 2007-1. Develop FY 2009 budget that exceeds minimum goal set by policy. Conduct portfolio analysis with consultant help and establish an investment strategy (real estate vs. savings) to achieve targets. Select consultant to assist in real estate acquisition strategy.
<p>Serve as a visible leader of and for the Board in matters related to community</p> <ul style="list-style-type: none"> Committee appointments Media approaches Speaking engagements 	<ul style="list-style-type: none"> Active participation on any county task force, committee, or panel related to the health of the District's residents. Promote District news in local media; meet with an editor/editorial board at least quarterly. Continue to cultivate relationships with civic leaders, with a special focus on new ones after the 2008 elections; visit at least 1/month. Monitor LAFCO activities closely; establish productive working relationships with commissioners. Monitor State legislative activities related to District's mission and goals. Participate in ACHD and other leadership activities.
<p>Effective management of operations of District Office</p> <ul style="list-style-type: none"> Professional, competent staff Employee benefits in place Annual review systems in place 	<ul style="list-style-type: none"> Realign job duties to bring in-house website and newsletter management. Provide staff development opportunities (E.g. ACHD classes). Conduct annual wage/benefit review to ensure local competitiveness. Establish and implement an annual vendor review system for key service contracts (I.e. Legal, Accounting, and Audit).