



CEO MONTHLY REPORT November/December 2018

1) COMMUNITY BENEFIT PROJECTS:

A. THE TROUSDALE ASSISTED LIVING/MEMORY CARE:

- 1) All inspections and sign offs were successfully achieved on Monday, 12/3/18. The only thing pending before residents can move in is final word from State licensing. Follow up has been actively pursued by Ms. Chu. Senator Hill's office has also been contacted for help expediting a State response.
- 2) Future resident depositors are holding at 80, and while disappointed at the continued delay, many have dropped by to check out their units and to enjoy the beautifully decorated ambience of their soon-to-be future home.
- 3) Terry Ervin, Eskaton VP for Residential Services and PHCD's primary interface on the project over the past two years, submitted his resignation last month and has rejoined his former employer and work closer to home. Betsy Donovan, Eskaton's Chief Operating Officer, is now Executive Director Sylvia Chu's immediate supervisor.
- 4) The Board's Construction Building Committee met 10/23/18 and 11/6/18. A report on the status of the construction sign-off with the General Contractor will be made in open session, 12/13/18.

B. THE PENINSULA WELLNESS COMMUNITY:

- 1) PWC Development Team Meetings were held 10/29/18, 11/29/18 and 12/10/18. The work of this group has been:
 - Status of the Burlingame School District's potential relocation
 - Sutter's interest in leased space in the planned Professional Office Building
 - The legal structure of the developer partners' entity
 - Affordable housing
 - Impact of all the above on the project timeline.
- 2) A report on further updates and 11/29/18 town hall meeting will be made in open session 12/13/18.

C. FITNESS/WELLNESS CENTER AT 1875 TROUSDALE:

- 1) Membership is at 207, 27% over budget.
- 2) YTD Financials, July thru October:
 - Total Income: \$ 44,807 is below budget by \$3,530 (7%)
 - Total Expenses: \$ 119,000 is on budget
 - Net Income: (\$ 74,190); \$3,000 more than the (\$71,200) budgeted.Membership exceeding projections by 27% has blunted the negative impact of the (\$7,520) shortfall in income from the slower than planned ramp up of classes and private trainer appointments.

D. SONRISAS DENTAL HEALTH (SDH):

- 1) FY 2018 Audit presented to SDH Board on 11/15/18. Auditor's Management Letter reported a 'clean' audit, offered no areas of concern, found appropriate Internal Control policy in place and staff activities in conformance with that policy.
- 2) Accounts Receivable remain an operating challenge given the high volume of sliding scale patient accounts and some remaining clean-up of from prior Apple Tree Dental business office relationship. Management brought back Gwynn Smith, Revenue Cycle expert from WipFli Consulting on 12/7/18 to provide a more detailed audit on the processing of accounts to assess progress since taking over from Apple Tree and to offer suggestions for continued improvement in efficiencies and the interface with accounting.
- 3) FQHC partnership with the County Health System continues to move forward at the County's pace. As of a 12/7/18 email from County Health System CFO, "a draft of the agreement is going to legal counsel today." Once received, next steps will be:
 - a. Review by Management with consulting advice from Steve Rousso of WipFli Financial Consulting
 - b. Negotiations as warranted.
 - c. Review by legal.
 - d. Presentation to SDH Board at January meeting.
 - e. Start program by April 1, 2019
- 4) Fulltime Development Director started November 1, 2018. Stuart Rogoff brings 15 years of fund raising experience and has worked for El Camino Hospital, Sutter and City of Hope
- 5) YTD FY Q1 Performance to Budget:
 - Visit volume at the San Mateo Center was 273 or 14% below budget
 - 199 of the visit variance occurred in September due to dentists' vacations and an unplanned personal issue for one dentist.
 - Decrease was across all payer categories.
 - Net income was \$7,340 better than budget
 - Direct and Indirect Expenses were \$38,349 below budget
 - Net Income was \$7340 better than budget.

2. COMMUNICATIONS AND VISIBILITY:

- A. **70TH ANNIVERSARY EVENT WAS A SUCCESS BY ALL GOALS AND METRICS:**
 - 385 RSVP's with waiting list; 250 actual attendees on a rainy night
 - 50% estimated to be 'first time' attendees at a PHCD function.
 - Speaker a hit – educational and entertaining.
 - Speaker expense covered by sponsors.
 - Venue and food given good reviews.
 - "Buzz in the room" was positive.
 - PHCD got great visibility!
- B. Fifth edition of new PHCD monthly e-newsletter continues to experience an excellent opening rate of nearly 40%.
- C. Special Edition Anniversary Newsletter out in November; unsolicited feedback very positive.
- D. PHCD City Council presentations done for Millbrae, September 25, Foster City on October 1 and Hillsborough November 13. San Mateo is scheduled for January 22.

