



## CEO MONTHLY REPORT October 2018

### 1. COMMUNITY BENEFIT PROJECTS:

#### A. THE TROUSDALE ASSISTED LIVING/MEMORY CARE:

- 1) "Charter Depositor" event October 5<sup>th</sup> was very successful. Chair Cappel participated in the welcoming of future residents and their families. Over 200 attended. There was palpable excitement in the room and as the tour groups went through building.
- 2) All hired staff reported to work on Monday 10/15 to start orientation.
- 3) Final licensing visit still pending completion of key punch list items by General Contractor.
- 4) Building Committee meeting scheduled for 10/23; discussion and outcomes will be on Board's agenda for 10/25.

#### B. THE PENINSULA WELLNESS COMMUNITY:

- 1) PWC Development Team Meeting held 10/15.
- 2) Preliminary Schedule and Developer entity structure discussed.
- 3) With Superintendent MacIssac's welcome, the Developer team will be touring the school district building at 1825 Trousdale to better understand space program needs.
- 4) Developer and CEO have a meeting set with Sutter representatives to continue exploration of programs and services to be housed on the PWC campus.

#### C. THE TOUSDALE WELLNESS CENTER:

- 1) The 10/10/18 ribbon cutting celebration was a well-attended successful event. Over 120 attended, including Directors Cappel, Galligan and Pagliaro and Councilmembers Brownrigg, Beach and Colson. Center Members were so appreciative. Examples:  
*Mary Herman, shared she has been exercising at the program for 25 years and PHCD saved the program twice – the first time when there was no space included in the new hospital and then this year. She said PHCD saving the program was "a dream come true...we are really a family and this place is so special to us".*  
  
*Gloria Velez, also a longtime member wrote "PHCD and Eskaton have formed a unique alliance. While, in fact, there were representative from local government and from the PHCD in attendance, I believe that the members felt very special too. I feel privileged to know such a wonderful group of people who put community first."*
- 2) YTD Q1 Financials: Income \$2596 (7%) below budget; Expenses \$1,405 below budget resulting in Net Ordinary Income for Q1 of <\$57,221> which is \$1,190 (2%) greater than Budget. Revenue shortfall was due to slower ramp up than projected for classes, personal trainer services and classes. Membership at 204 which is 45% > than plan.
- 3) Physical Therapy will be available starting in November.

**D. SONRISAS DENTAL HEALTH (SDH):**

- 1) New fee schedule with a 10% across the board was implemented October 1. The rates had not been increased for more than 3 years and there is now the same fee schedule used at both Centers.
- 2) Potential FQHC partnership with County has taken major steps forward. County has appointed a contact person for Dr. Jue to work with. She will be making sites visits starting week of October 22 to orient to their patient flow and practices which will help define clearly language in the subsequent agreement and expectations.
- 3) IV Sedation Program now scheduled to launch in November for private pay and insured patients; however, not for Denti-Cal. Denti-Cal is now contradicting the requirements for Anesthesiologist services published in their own 2018 manual. More to come.
- 4) Received a \$30,000 grant from the Sand Hill Foundation and \$12,500 from the Silicon Valley Foundation. Total PHCD funding through Q1 FY 2019 is \$150,000.
- 5) Dental Residency Program renewed.
- 6) Development Director recruitment continues.

**2. COMMUNICATIONS AND VISIBILITY:**

- A. Fifth edition of new PHCD monthly e-newsletter went out to 600 in the second week of October. Opening rate continues to be robust.
- B. Foster City October 1st City Council presentation exceeded audience expectations. Chamber was full! Hillsborough is next; date to be firmed up.
- C. Anniversary Event Planning continues.
  - 1) First round of video interviews went well. Next will be brief “congratulatory” spots.
  - 2) Sponsorship donations at \$29,500.
  - 3) Special anniversary newsletter in final draft. Goal to reach homes by early November.
  - 4) Pursuing other new venues to increase PHCD visibility.

**3. OTHER ACTIVITIES:**

- 10/1: Foster City council meeting presentation
- 10/3-4: Foundry Youth Behavioral Health site visit with Directors Galligan and Zell
- 10/5: The Trowsdale Charter Depositor Party
- 10/8: Meeting with Mayor Brownrigg and Councilman Ortiz
- 10/9: Meeting with UOP’s Dr. Glassman, SDH’s Dr. Jue and Oral Health Coalition Dental Director
- 10/10: Leadership Curriculum Committee, co-chair
- 10/12: Peninsula Structures Event with Directors Cappel, Galligan and LTP Committee members
- 10/16: Hosted Beach Cities Healthcare District Board and Administration guests to share master planning and assisted living development experience. Directors Cappel and Galligan joined in.
- 10/17: Rotary Board Meeting; annual visit of District Governor
- 10/19: Millbrae Man & Woman of the Year event
- 10/23: Coordinating Burlingame Rotary Service activity at the San Mateo Dental Center
- 10/29: Presenting to the St. Paul’s Women’s Group
- 10/31: Meeting with Samaritan House leadership to explore partnership opportunities