

MEMORANDUM

To: Board of Directors

Cc: Bill Boyles, Esquire

Joseph Rojas, M.D.

From: George Mikitarian

President/CEO

Subject: Board/Committee Meetings – November 4, 2019

Date: October 28, 2019

The Ad Hoc Credentials Review Committee will meet at 11:30 a.m. where the Committee will review credentialing and privileging files as they relate to medical staff appointment/reappointment.

The Quality Committee will convene at 12:00 p.m., which will be followed by the Budget and Finance Committee, and then Executive Committee meetings. City Manager, Scott Larese, if available, will be giving the City Council liaison report at the Executive Committee

The Board of Directors will meet in executive session no earlier than 1:30 p.m. Following the Board of Directors Executive Session, the Education Committee and Board of Directors regularly scheduled meeting will be held immediately following, however no earlier than 3:00 p.m.

The Planning Committee meeting has been canceled.

QUALITY COMMITTEE

Herman A. Cole, Jr. (ex-officio)
Peggy Crooks
Billie Fitzgerald
Elizabeth Galfo, M.D.
Robert L. Jordan, Jr., C.M.
Jerry Noffel
Stan Retz, CPA
Maureen Rupe
Ashok Shah, M.D.
Joseph Rojas, M.D., President/Medical Staff
Jeram Chapla, M.D., Designee
Greg Cuculino, M.D.
Christopher Manion, M.D., Designee
Kiran Modi, M.D., Designee
George Mikitarian (non-voting)

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER QUALITY COMMITTEE MONDAY, NOVEMBER 4, 2019 NOON EXECUTIVE CONFERENCE ROOM

CALL TO ORDER

Approval of Minutes

Motion to approve the minutes of the September 9, 2019 meeting.

- II. Vision Statement
- III. Public Comment
- IV. "My Story"
- V. Dashboard Review
- VI. Culture of Safety Review
- VII. Choosing Wisely Ms. Smith
- VIII. Other
- IX. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE QUALITY COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT MS. LISA CAVALLERO, EXECUTIVE DIRECTOR OF SUPPORT SERVICES, AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6190 OR (321) 383-9829 (TDD). THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE. TO THE EXTINT OF SUCH DISCUSSION, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT, BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE AND NORTH BREVARD MEDICAL SUUPORT, INC. SHALL BE CONDUCTED.

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER QUALITY COMMITTEE

A regular meeting of the Quality Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on September 9, 2019 in the Executive Conference Room. The following members were present.

Herman A. Cole, Jr., Chairman
Peggy Crooks
Billie Fitzgerald
Elizabeth Galfo, M.D.
Robert L. Jordan, Jr., C.M.
Jerry Noffel
Stan Retz, CPA
Maureen Rupe
Ashok Shah, M.D. (12:14 p.m.)
Joseph Rojas, M.D., President/Medical Staff
Christopher Manion, M.D.
Gregory Cuculino M.D.
Kiran Modi, M.D.
George Mikitarian (non-voting)

Members absent:

Jeram Chapla, M.D. (excused)

CALL TO ORDER

Mr. Cole called the meeting to order at 12:04 p.m.

VISION STATEMENT

Mr. McAlpine summarized the committee's vision statement.

PUBLIC COMMENTS

There were no public comments.

MY STORY

Ms. Cottrell presented to the committee *My Story*; she introduced Ms. Silva, who shared the story about her mother's healing experience with PMC. Ms. Cottrell noted Ms. Silva was so moved by the Parrish Medical Center team that she felt compelled to become a part of the team herself and is now interning in the Quality Department.

THE JOINT COMMISSION STROKE RECERTIFICATION

Ms. Fackler shared that Parrish Medical Center is recertified as a Primary Stroke Center every two years, noting the most recent recertification in August 2019. Ms. Fackler shared that being a Primary Stroke Center means we are dedicated to providing high quality evidence based care, noting the PMC stroke program is a person centered, continuum of care, offering support groups, trainings and health fairs in addition to the partnership with Mayo Clinic. Copies of the Power Point slides presented are appended to the file copy of these minutes.

QUALITY DASHBOARD REVIEW

Ms. Cottrell reviewed the September Value Dashboard included in the agenda packet and discussed each indicator score as it relates to clinical quality and cost. Copies of the Power Point slides presented are appended to the file copy of these minutes.

TOP 100 UPDATE

Ms. Leathers updated the committee on the Quality Metrics, noting the HIA metric as a strength. Complication, cost and 30 day readmission noted as opportunities. Copies of the Power Point slides presented are appended to the file copy of these minutes.

SOURCES OF STRENGTH

Ms. Sellers shared with the committee that Parrish Medical Center is a primary supporter of the Suicide awareness group, Sources of Strength. Ms. Sellers noted that PMC and Sources of Strength will be participating in a Walk to Fight Suicide on October 5, 2019 at Chain of Lakes and invited the Board and Committee members to join PMC care partners in this walk.

OPIOID SAFETY

Dr. Cuculino noted there will be an update at the next Quality Committee meeting.

OTHER

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 1:21 p.m.

Herman A. Cole, Jr. Chairman

November 2019 Quality Agenda

- 1. Vision Statement
- 2. My Story
- 3. Quality Dashboard
- 4. Culture of Safety review
- 5. Choosing Wisely
- 6. Executive Session





The high costs of sepsis

Sepsis is the leading cause of death in hospitals and the leading cause of readmissions. In an effort to raise awareness and spur prevention, the Sepsis Alliance in 2011 dubbed September Sepsis Awareness Month. The condition continues to plague the industry.

States with the highest death rate (per 100,000)



States with the lowest death rate (per 100,000)



In 2015, the average cost for treating hospital-associated sepsis was

\$58,000

That jumped to

\$70,000 "

Patients who develop sepsis in the hospital are

more likely to have septic shock than those with sepsis upon admission.

According an analysis by Premier, mortality rates among sepsis patients **dropped 8%** and **readmissions fell** 7% between 2015 and 2018.

30 MILLION

Number of people worldwide who develop sepsis each year

1.7 MILLION

Number of Americans who develop sepsis each year

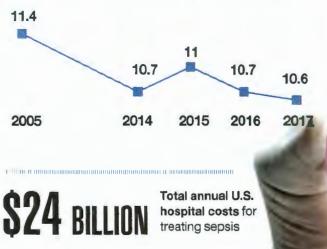
270,000

Number of Americans who die each year from sepsis

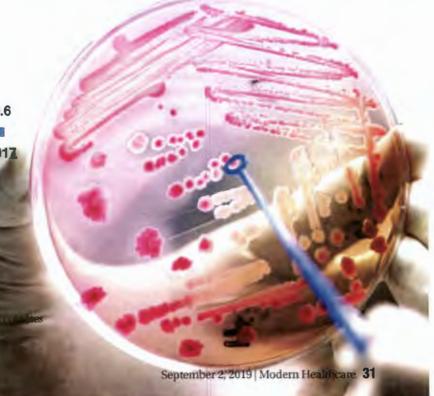
1 in 3

patients who die in a U.S. hospital have sepsis





Sources: Centers for Disease Control and Prevention, Premier, World Health Organization





BOARD OF DIRECTORS QUALITY COMMITTEE PRESENTATION

November 2019 Quality Agenda

- 1. Vision Statement
- 2. My Story
- 3. Quality Dashboard
- 4. Culture of Safety Review
- 5. Choosing Wisely
- 6. Executive Session



Quality Committee Vision Statement

"Assure affordable access to safe, high quality patient care to the communities we serve."



"My Story"



"This 67 y/o homeless male with a long history of alcohol abuse is well known to our facility and returns for his 4th hospital admission in 6 months for alcohol related complications including GI bleeding, ascites, encephalopathy"

"This 67 y/o Veteran survived two tours of duty in Vietnam. He was one of three survivors of his platoon which was ambushed outside a small village. He has suffered from PTSD and has had difficulty accessing adequate mental health care within the VA System. Flashbacks and tremors have resulted in job loss. He has self medicated with alcohol and now has significant liver disease requiring 4 hospitalizations in 6 months."



Board Quality & Safety Committee

Value Dashboard
October 2019



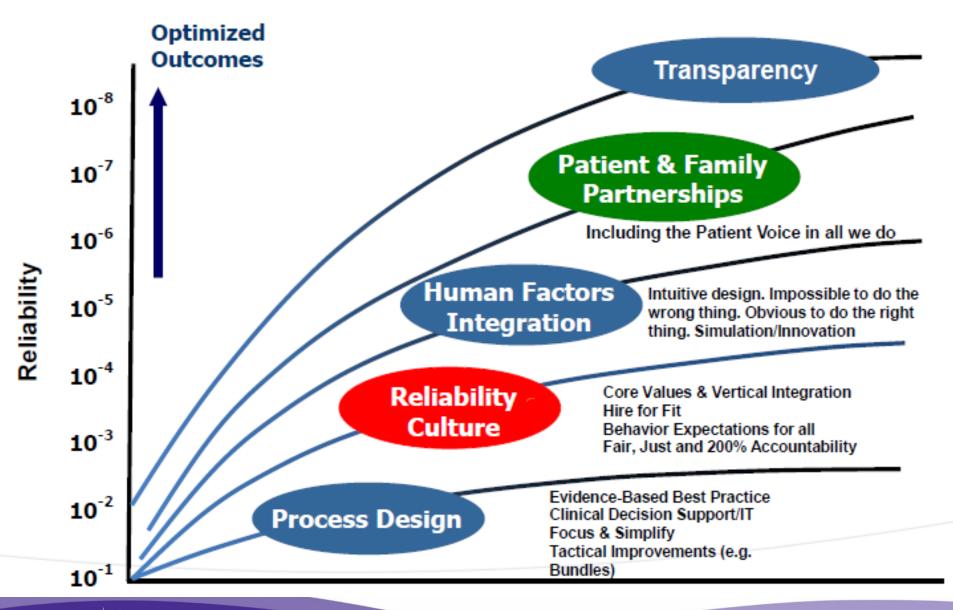
Performance Dashboard

Description	Sept	July-Sept	Actual YTD (CY)	Opportunity
Zero Harm	33%	49.5%	45.9%	Stroke, Sepsis, inpatient immunization
HAI	0 / 1.50	0/3.84	6 / 14.76	
Readmission	10.20%	8.56%	9.11%	
Person Centered Flow	204	209	240	
Person Experience	72/72	76/76	73/70	



Culture of Safety Review







High Reliability Safety Culture

High-reliability organizations (HROs):

"Subset of hazardous organizations that have operated nearly error-free for very long periods of time".

Karlene Roberts (1990)

Why Do We Need a High Reliability Approach to Safety?



High Reliability in the Air

Despite over two million passengers boarding 36,000 flights every day across the globe, on February 11, 2013, the New York Times was able to report "Airline Industry at Its Safest since the Dawn of the Jet Age."



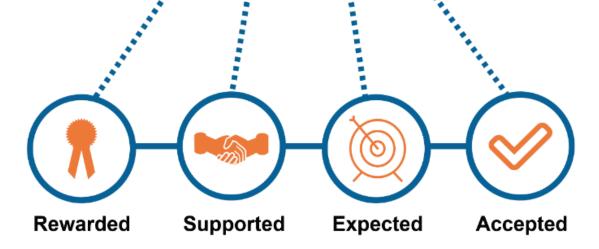
Culture of Safety Survey Review



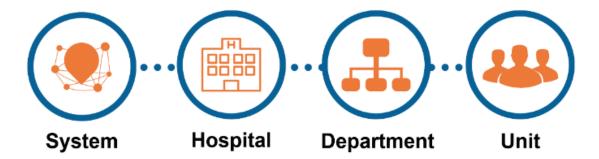
Patient Safety Culture

The beliefs, values, norms, shared by health care staff











Areas of strength for PMC

Hospital management provides a work climate that promotes patient safety.

When a lot of work needs to be done quickly, we work together as a team to get the work done

Hospital units work well together to provide the best care for patients. My supervisor/manager seriously considers staff suggestions for improving patient safety

Mistakes have led to positive changes here.



Questions?



Choosing Wisely



What is Choosing Wisely?



HEALTH AFFAIRS BLOG HEALTH AFFAIRS BLOG RELATED TOPICS: MEDICAL EDUCATION | COSTS AND SPENDING | VALUE | INTERNAL MEDICINE | Injuries Are Still Getting Too Medical E Many Brain Scans

Educational campaigns put forth by the Image Ger Alliance have



Choosing Wisely: With Your Physician

radiation risks of CT s in children, especially radiation risks of CTs in children, especially radiation risks of CTs in children, especially quality-of-life discussion between patients and physicians. The Choosing Wiselv Campaia for the choosing wisely.org.

A set of recommendations have been developed by multiple medical societies of was developed by the American Board of Internal Medicine Foundation to address that often arise in patient care and to help provide scientific guidance choosing wisely.org. A set of recommendations have been developed by multiple medical societies to foster the quality-of-life discussion between patients and physicians. The Choosing Wisely campaign was developed by the American Board of Internal Medicine Foundation to address issues and questions that often arise in patient care and to help provide scientific guidance for physicians

Choosing Wisely Campaign: Report Card and Achievable Benchmarks of Care for Children's Reves M1.2, Paulus E3, Hronek C4, Etinger V3.2, Hall M4, Vachani J6.6, Lusk J7, Emerson C3, Huddleson P7, Quinonez RA5.6 information to pra Abstract

scans in children (CWC). Our goals were to develop a report card on the basis of those recommendations.

METHODS: Our goals were to develop a report card on the basis of those recommendations. OBJECTIVES: In 2013, the Society of Hospital Medicine (SHM) released 5 pediatric recommendations of those recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of the society of Hospital Medicine (SHM) released 5 pediatric recommendations of the society of the and analyze performance among hospitals participating in the Pediatric Manager Pedia METHODS: Children hospitalized between January 2011 studied. The quality metrics in the report

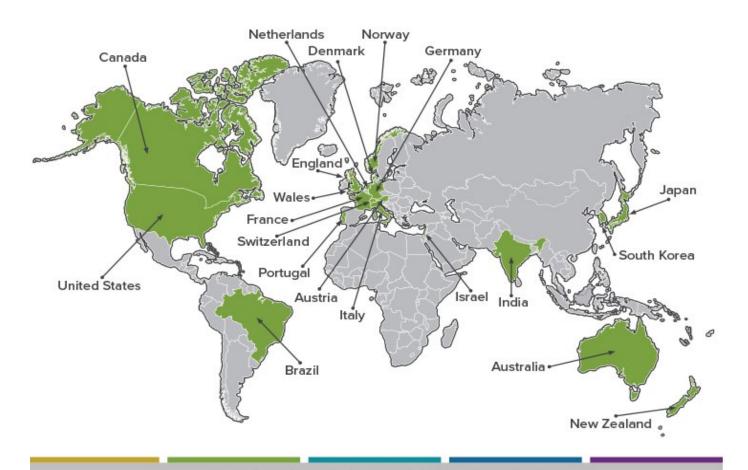
NPR: Unnecessary Medical Care: More Common Than You Might Imagine.

ing Wisely Campaign National Public Radio, along with many other mainstream news outlets, reports on the findings of the Washington Health Alliance's study about health care overuse in the state: "First Do No Harm." Journalist Marshall Allen, who writes for ProPublica, details the overuse in terms of dollars spent on unnecessary care and the number of people who received that care, adding that the report underscores the ways that large amounts of money are squandered in health care. His publication spent a year reporting on





Choosing Wisely Campaigns Worldwide



www.choosingwisely.org | #choosingwisely



Web Site and App featuring sections For Clinicians and

For Patients

Clinician Lists

Complete lists of recommendations by society can be found by clicking the society name or via individual recommendation pages.

Society	Recommendation		
American Society for Clinical Pathology	Do not routinely test for community gastrointestinal stool pathogens in hospitalized patients who develop diarrhea after day 3 of hospitalization.		
American Society for Clinical Pathology	Do not repeat Hepatitis C virus antibody testing in patients with a previous positive Hepatitis C virus (HCV) test. Instead, order Hepatitis C viral load testing for assessment of active versus resolved infection.		
American Society for Clinical Pathology	Do not perform a hypercoagulable workup in patients taking direct factor Xa or direct thrombin inhibitors.		
American Society for Clinical Pathology	Don't use plasma catecholamines to evaluate a patient for pheochromocytoma or paraganglioma; instead use plasma free metanephrines or urinary fractionated metanephrines.		
American Society for	Do not routinely order broad respiratory pathogen		





Our Mission Clinician Lists For Patients

Lists of Recommendations

Search Patient Resources

Neck and Back Pain

When you need tests for your nerves and muscles-and when you don't



If you have neck or back pain, your doctor may order electrodiagnostic tests to check your nerves and muscles. These tests can help your doctor find nerve or muscle damage. But in some cases, the tests aren't needed.

When you might need a test.

Neck or back pain can cause numbness, tingling, pain, or weakness in your arm or leg. This is usually the result of a pinched or irritated nerve.

In most cases, these symptoms go away on their own. But if they are severe or continue for a while, you may need an electrodiagnostic test. These tests can:

- Help find the cause of your problem.
- · Show your doctor how serious the problem is.

Kinds of tests.

- EMG (electromyography): This test is used to find the cause of muscle weakness. A small, thin needle is inserted into muscles in your arm or leg.
- NCS (nerve conduction study): This is a test to see if your nerves are working correctly. It is usually given along with an EMG. During an NCS, electrodes are placed on the skin of your arm or leg. These send small electrical shocks to your nerves. The test measures how your nerves respond.
- Dermatomal SEP: This test uses electrodes and small electric shocks to look for



PMC's journey...

Launched our Choosing Wisely initiative: April 2019

Where are we today?

Embodies our Mission & Vision



Next Steps

- Continue review & evaluation of Recommendations
- Partner with Clinicians and staff
- Standardize care supported by Choosing Wisely evidence
- Tell our Story



Opioids



Questions?



FINANCE COMMITTEE MEMBERS:

Stan Retz, Chairperson
Peggy Crooks, Vice Chairperson
Jerry Noffel
Elizabeth Galfo, M.D.
Robert Jordan
Billie Fitzgerald
Herman Cole (ex-officio)
Christopher Manion, MD.
George Mikitarian, President/CEO (non-voting)
Joseph Rojas, M.D., President/Medical Staff

TENTATIVE AGENDA BUDGET & FINANCE COMMITTEE MEETING - REGULAR NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER MONDAY, NOVEMBER 04, 2019 EXECUTIVE CONFERENCE ROOM (IMMEDIATELY FOLLOWING QUALITY COMMITTEE) SECOND FLOOR, ADMINISTRATION

CALL TO ORDER

I. Review and approve of minutes (September 9, 2019)

Motion: To recommend approval of the September 9, 2019 minutes as presented.

- II. Public Comments
- III. Financial Review Summary
- IV. Capital Requisition for Core Network Upgrade and Voice Infrastructure- Mr. Stafford
- V. Disposal

<u>Motion</u>: To recommend to the Board of Directors to declare the equipment listed in the requests for Disposal of Obsolete or Surplus Property Forms as surplus and obsolete and dispose of same in accordance with FS274.05 and FS274.96.

VI. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE FINANCE COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT MS. LISA CAVALLERO, EXECUTIVE DIRECTOR, AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 383-9829 (TDD).

THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS FINANCE COMMITTEE. TO THAT EXTENT OF SUCH DISCUSSIONS, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS FINANCE COMMITTEE AND THE NORTH BREVARD MEDICAL SUPPORT, INC. SHALL BE CONDUCTED.

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER BUDGET AND FINANCE COMMITTEE

A regular meeting of the Budget and Finance Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on September 9, 2019 in the Executive Conference Room. The following members, representing a quorum, were present:

Stan Retz, Chairperson
Peggy Crooks, Vice Chairperson
Jerry Noffel
Elizabeth Galfo, M.D.
Robert Jordan, Jr., C.M.
Billie Fitzgerald
Herman A. Cole, Jr.
Joseph Rojas, M.D
Christopher Manion, M.D.
George Mikitarian (non-voting)

Member(s) Absent:

None

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Retz called the meeting to order at 12:41 p.m.

PUBLIC COMMENTS

There were no public comments.

FINANCIAL REVIEW

Mr. Bailey summarized the July 2019 financial statements.

ACTION TAKEN: MOTION TO APPROVE THE CSI MASTER LEASE AND SCHEDULE ONE AS PRESENTED.

EQUIPMENT REFRESH PROJECT

Mr. Bailey shared with the committee the need for equipment update relating to computers and devices. Ms. Cottrell shared that she recently rounded at all Parrish Healthcare locations to inventory hardware, laptops and other devices. Ms. Cottrell noted they were able to reduce 200 devices out of the current inventory that were no longer needed. Discussion ensued and the following motion was made by Ms. Crooks, seconded by Mr. Noffel and approved (9 ayes, 0 nays, 0 abstentions).

BUDGET AND FINANCE COMMITTEE SEPTEMBER 9, 2019 PAGE 2

ACTION TAKEN: MOTION TO APPROVE THE ACQUISITION OF APPROXIMATELY TWELVE HUNDRED AND FIFTY NEW COMPUTERS; LAPTOPS, DESKTOPS AND HANDHELD COMPUTERS, AS WELL AS ANCILLARY EQUIPMENT AND MATERIALS SUCH AS CABLES, ETC. WITH THE OPTION TO PURCHASE OR LEASE TO ACQUIRE SAID EQUIPMENT.

INTER-GOVERNMENTAL TRANSFER DSH

Mr. Bailey summarized the memorandum contained in the packet relative to the State of Florida Letter of Agreements for the IGT's for DSH. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Mr. Cole and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND TO THE BOARD OF DIRECTORS TO AUTHORIZE MANAGEMENT TO ENTER INTO A LETTER OF AGREEMENT WITH THE AGENCY FOR HEALTH CARE ADMINISTRATION TO FUND DSH FOR SFY 2020 IN AN AMOUNT NOT TO EXCEED \$688,956.

INTER-GOVERNMENTAL TRANSFER LIP

Mr. Bailey summarized the memorandum contained in the packet relative to the State of Florida Letter of Agreements for the IGT's for LIP. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Mr. Cole and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND TO THE BOARD OF DIRECTORS TO AUTHORIZE MANAGEMENT TO ENTER INTO A LETTER OF AGREEMENT WITH THE AGENCY FOR HEALTH CARE ADMINISTRATION TO FUND LIP FOR SFY 2020 IN AN AMOUNT NOT TO EXCEED \$1,270,353.

DISPOSAL OF SURPLUS PROPERTY

Discussion ensued and the following motion was made by Ms. Crooks and seconded by Mr. Jordan and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS TO DECLARE THE EQUIPMENT LISTED IN THE REQUESTS FOR DISPOSAL OF OBSOLETE OR SURPLUS PROPERTY FORMS AS SURPLUS AND OBSOLETE AND DISPOSE OF SAME IN ACCORDANCE WITH FS274.04 AND FS274.96.

AUDIT FIRM

Mr. Retz noted a motion for approval from the Audit Committee meeting held earlier in the day. He shared that currently the Foundation had a different firm for their audit. It has been suggested to have the same firm for the hospital and foundation audits. Discussion ensued and the

BUDGET AND FINANCE COMMITTEE SEPTEMBER 9, 2019 PAGE 3

following motion was made by Ms. Crooks and seconded by Mr. Cole and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE RETAINING SINGLE AUDITING FIRM FOR ALL ENTITIES THAT FALL UNDER NORTH BREVARD COUNTY HOSPITAL DISTRICT FOR FINANCIAL REPORTING PURPOSES DURING THE EARLIEST FEASIBLE FISCAL YEAR END.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 1:00 p.m.

Stan Retz Chairperson



MEMORANDUM

To:

Board of Directors

Cc:

Tom Stafford, Vice President and Chief Information Officer

From:

Michael Marques, Director, Technical Services

Subject:

Capital Requisition for Core Network Upgrade and Voice Infrastructure

Date:

September 23, 2019

The Information Technology Department respectfully requests the purchase of new Core Network Infrastructure and Voice Infrastructure. The current infrastructure acts as the central processing for all Parrish Healthcare network activity and voice communications. The current equipment is end-of-life and will require a replacement in order to maintain a healthy and stable environment.

The capital associated with this upgrade was included in the FY19 budget and was approved. A summary of associated capital is listed below:

Network Core Replacement \$200k (budget):

\$141,392.50 - Capital (*CDW Quote 450910*)

\$31,780.00 - Capital, Fiber Cables (Comm Source Data Quote 4192)

\$173,172.50 – CAPITAL SUBTOTAL

\$44,135.40 – Operating Maintenance (Halifax responsibility under service agreement)

CUCM Server Refresh \$25k(budget):

\$44,556.06 – Capital (*CDW Quote 470706*)

\$3,673.62 – Operating Maintenance (Halifax responsibility under service agreement)

TOTAL CAPITAL: \$217,728.56

Please see attached quotes.











Master Managed Services Partner

PRICE QUOTE

QUOTE ID: 450910 Revision: 4 CUSTOMER ID: 414506 QUOTE DATE: 09/06/2019 QUOTE EXPIRES: 10/07/2019 PAYMENT TERMS: Net 30 Days

FOB: Port of Origin

75 Tri-State International Lincolnshire, IL 60069

Project: Halifax Parrish - 6880 Campus

Core Refresh

Attention: Harold Brandner

Prepared for: Halifax Health Care Systems,

Inc

303 N Clyde Morris Blvd

Daytona Beach, FL

32114-2700

Sales Person: Todd Lafferty
Phone: (847) 371-7624
Email: toddlaf@cdwg.com
ISR: Kate Broder
Phone: (312) 705-9025
Email: kathmoo@cdw.com

Line #	Qty	Part Number	Description		Customer Price		Customer Extended Price
1-1	C6880-X	(
1-2	2	C6880-X	Cisco Catalyst 6880-X-Chassis (XL Tables)	\$	32,179.07	\$	64,358.14
1-3	2	S68XISK9-15102SY	Cisco CAT6880-X IOS IP SERVICES FULL ENCRYPT	\$	-	\$	-
1-4	2	C6800-CAMPUS-CORE	Catalyst 6800 Campus Core Deployment; For Tracking Only	\$	-	\$	-
1-5	2	C6880-X-FAN	Cisco Catalyst 6880-X Fan Tray	\$	1,058.00	\$	2,116.00
1-6	2	C6880-X-16P10G	Cisco Catalyst 6880-X Multi Rate Port Card (XL Tables)	\$	17,488.74	\$	34,977.48
1-7	2	C6880-X-16P10G	Cisco Catalyst 6880-X Multi Rate Port Card (XL Tables)	\$	17,488.74	\$	34,977.48
1-8	4	C6880-X-3KW-AC	Cisco Catalyst 6880-X 3KW AC Power Supply	\$	1,216.70	\$	4,866.80
1-9	4	CAB-AC-C6K-TWLK	Power Cord, 250Vac 16A, twist lock NEMA L6-20 plug, US	\$	-	\$	-
1-10	2	C6880-X-NEBS-PAK	Mandatory Air Dam set for 6880-X to meet thermal requirement	\$	48.30	\$	96.60
1-11	4	C6880-X-CVR-E	Catalyst 6880-X port card enhanced slot cover	\$	-	\$	-
					Sub Total:	\$	141,392.50
2-1 SMARTnet Duration 36 months							
2-2	2	CON-SNTP-C6880XCA	SNTC-24X7X4 Cisco Catalyst 6880-	\$	22,067.70	\$	44,135.40
					Sub Tota	1: \$	44,135.40

Quote Total: \$ 185,527.90



75 Tri-State International

Lincolnshire, IL 60069









cisco
Master
Managed
Services
Partner

PRICE QUOTE

QUOTE ID: 470706 Revision: 2 CUSTOMER ID: 414506 QUOTE DATE: 09/06/2019 QUOTE EXPIRES: 10/07/2019 PAYMENT TERMS: Net 30 Days

RMS: Net 30 Days FOB: Port of Origin

Project: Halifax - Parrish BE7K Collab

Servers

Attention: Harold Brandner

Prepared for: Halifax Health Care Systems,

Inc

303 N Clyde Morris Blvd Daytona Beach, FL

32114-2700

Sales Person: Todd Lafferty
Phone: (847) 371-7624
Email: toddlaf@cdwg.com
ISR: Kate Broder
Phone: (312) 705-9025
Email: kathmoo@cdw.com

Line #	Qty	Part Number	Description		Customer Price		Customer Extended Price	
1-1	1-1 SMARTnet Duration 36 months							
1-2	1-2 BE7M-M5-K9							
1-3	3	BE7M-M5-K9	Cisco Business Edition 7000M (M5) Appliance, Export Restr SW	\$	14,852.02	\$	44,556.06	
1-4	3	CON-SNT-BE7MM5K9	SNTC-8X5XNBD Cisco Business Edition 7000M (M5) Applia	\$	1,224.54	\$	3,673.62	
1-5	6	BE7K-PSU	Cisco UCS 1050W AC Power Supply for Rack Server	\$	-	\$	-	
1-6	6	BE7K-NIC1	Intel i350 Quad Port 1Gb Adapter	\$	-	\$	-	
1-7	3	BE7K-PCIERISER	Riser 1B incl 3 PCle slots (x8, x8, x8); all slots from CPU1	\$	-	\$	-	
1-8	3	BE7K-RAIDCTRLR	Cisco 12G Modular RAID controller with 4GB cache	\$	-	\$	-	
1-9	42	BE7K-DISK	300GB 12G SAS 10K RPM SFF HDD	\$	-	\$	-	
1-10	3	R2XX-RAID5	Enable RAID 5 Setting	\$	-	\$	-	
1-11	18	BE7K-RAM	16GB DDR4-2666-MHz RDIMM/PC4-21300/single rank/x4/1.2v	\$		\$	-	
1-12	3	BE7K-CPU	2.6 GHz 6132/140W 14C/19.25MB Cache/DDR4 2666MHz	\$	-	\$	-	
1-13	3	VIRT-LIC-NONE	Do not factory-load a virtualization software license	\$	-	\$	-	
1-14	6	CAB-C13-CBN	Cabinet Jumper Power Cord, 250 VAC 10A, C14-C13 Connectors	\$	-	\$	-	

Quote Total: \$ 48,229.68

Comm Source Data, Inc

200 Waler Way, Bldg 2 Unit 1 St. Augustine, FL 32086

(904) 829-8922 FAX: (904) 829-8862

Quotation

DATE	QUOTE NO.
6/11/2019	4192

NAME / ADDRESS

Halifax Health 303 N. Clyde Morris Blvd Daytona Beach, Fl 32114

PROJECT

ITEM	DESCRIPTION	QTY	PRICE	Total
GLC-SX-MMD	Cisco 1000Base-SX SFP Transceiver (MMF, 850nm, 550m, LC, DOM)	120	185.00	22,200.00T
SFP-10G-SR-S=	Cisco 10GBASE SFP+ Module	16	205.00	3,280.00T
SFP-10G-LR-S	Cisco 10GBase-LR SFP+ Transceiver, S-Class (SMF, 1310nm, 10km, LC, DOM)	4	875.00	3,500.00T
GLC-TE	CISCO GLC-TE 1000BASE-T COPPER SFP 100M RJ-45 Out-of-state sale, exempt from sales tax	16	175.00 0.00%	2,8 00.00T 0.00
		Total		\$31,780.00

Request for Disposal of Obsolete or Surplus Property

KN Number	Asset Descrition	Purchase Date	Purchase Amount	CE#	Reason for Disposal	Net Book Value (Provided by Finance)	Dept. No.
KN003020	TYPEWRITER - ELFCTRIC BEIGE	02/24/1986	795.00		Obsolete	0.00	1.711
KN017020	CHAIR - DESK, MID BACK NO Q=2 KN017020,KN0170	12/08/1992	728.76		Obsolete	0.00	1.711
KN023156	CART - FOR FR LAPTOP COMPUTER	08/02/1999	823.72		Obsolete	0.00	1.711
KN023157	CART - FOR ER LAPTOP COMPUTER	08/02/1999	823.74		Obsolete	0.00	1.711
KN023158	CART - FOR ER LAPTOP COMPUTER	08/02/1999	823.74		Obsolete	0.00	1.711
KN027470	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027471	LOUNGE CHAIR - REGISTRATION WAILING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027472	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027473	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027474	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027475	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027476	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190./5		Obsolete	0.00	1.711
KN027477	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027478	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027479	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1		Obsolete	0.00	1.711
KN027480	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027481	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027482	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002	1,190.75		Obsolete	0.00	1.711
KN027483	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027484	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027485	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027486	LOUNGE CHAIR - REGIST RATION WAITING AREA	11/20/2002	· · · · · · · · · · · · · · · · · · ·		Obsolete	0.00	1.711
KN027487	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027488	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027489	LOUNGE CHAIR - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	1.711
KN027490	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027491	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	11/20/2002	, , , , , , , , , , , , , , , , , , , ,		Obsolete	0.00	1.711
KN027492	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027493	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027494	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027495	LOUNGE CHAIR 2 SEAT - REGISTRATION WAITING AREA	1:1/20/2002			C bsolete	0.00	1.711
KN027496	LOUINGE CHAIR 2 SEAT REGISTRATION WAITING AINLA	1:1/20/2002			Obsolete	0.00	
KN027497	LOUNGE CHAIR 3 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027498	LOUNGE CHAIR 3 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	_
KN027499	LOUNGE CHAIR 3 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027500	LOUNGE CHAIR 3 SEAT - REGISTRATION WAITING AREA	11/20/2002			Obsolete	0.00	
KN027681	REGISTRATION WAITING AREA TABLES - 9	11/20/2002			Obsolete	0.00	
KN028374	DATA CARD IMAGE CARD ALL SP-35	01/10/2005			Obsolete	0.00	
KN028375	OLYMPUS 2040 USB DIGITAL CAMERA W/ACESSOR	01/10/2005			Obsolete	0.00	

KN Number	Asset Descrition	Purchase Date	Purchase Amount	CE#	Reason for Disposal	Net Book Value (Provided by Finance)	Dept. No.
Requesting Department	1.711			Department Director	2110/218St		
Net Book Value (Finance)	a Thank 10/8/19,	-		EMC Member	57		
Sr. VP Finance/CFO	En Daily 10/18/19	-		President/CEO		/\ 10718h7	
Board Approval: (Date)				(CFO Signature)		-	
Requestor Notified Finance		_					
Asset Disposed of or Donated							
Removed from Asset List (Finance)							
Requested Public Entity for Donation							
Entity Contact		_					
Telephone							

Request for Disposal of Obsolete or Surplus Property

requested.	Asset Control	Purchase	Purchase			Net Book Value	
Asset Description	KN#	Date	Amount	CE#	Reason for Disposal	(Provided by Finance)	Dept. #
Chair	KN018842	3/8/96	298,30	Mary September 2014 of security	No longer in service	Ø	1:707
chair	KN019119	2/26/97	302.80	-	1 1	6	1.207
chair	KN019122	2/26/97	302.80		17	d	1.70>
Printer	KN02/226	1 /	1	l.	- 10	Ø	1.70>
chair	KN023130	1 ' '	1	l	1.0	Ø	1.70>
Kreg EV-CMA Lieu	N KN029359	8/26/09	80,000.00		(1	Ø	1.707
Meditech E-claims	KN0 30111	11/20/13	68,600,00			0	1.707
The state of the s		1 / / /				7	

Requesting Department Bosiners Office	Department Director July (hall
Net Book Value (Finance) Q (1. Houng 9/26/19	EMC Member
VP Finance Cut 7 deily 10/18/19	President/CEO
Board Approval: (Date)	VP Finance Signature / / toll8/19
Requestor Notified Finance	(9)
Asset Disposed of or Donated	
Removed from Asset List (Finance)	
Requested Public Entity for Donation	
Entity Contact	
Telephone	

Requested Public Entity for Donation

Entity Contact ______
Telephone _____

Request for Disposal of Obsolete or Surplus Property

KN Number	Asset Descrition	Purchase Date	Purchase Amount	CE#	Reason for Disposal	Net Book Value (Provided by Finance)	Dept. No.
KN024090	CABINETS - MAMMO RM H&F & LAUNDRY ROOM	12/1/1998	3,300.00		Obsolete	0.00	1.702
KN010815	FIXED PDC - COMMUNICATION SYSTEM	11/19/1994	15,319.01		Obsolete	0.00	1.702
KN009578	FIXED-SDSC CABLE-TELEPHONE	3/25/1991	3,329.72		Obsolete	0.00	1.702
KN009813	FIXED SDSC - PAGING SYSTEM UPGRADE/REZONING	9/17/1991	1,621.00		Obsolete	0.00	1.702
KN009872	FIXED SDSC - FIRE MONITORING SYSTEM/FIRST ALAR	10/22/1991	750.00		Obsolete	0.00	1.702
KN017355	FIRE ALARM SYSTEM	9/3/1993	4,154.00		Obsolete	0.00	1.702
KN027907	TIME AND ATTENDANCE INTERFACE NOT TAGGED	6/11/2003	5,250.00		Obsolete	0.00	1.702
KN027977	TIME CLOCK - ETHERNET	6/11/2003	6,601.31		Obsolete	0.00	1.702
KN027978	TIME AND ATTENDANCE SOFTWARE UPGRADE	6/11/2003	25,395.00		Obsolete	0.00	1.702
KN028738	KREG COST ACCOUNTING SYSTEM (05-702-01)	10/25/2006	100,000.00		Obsolete	0.00	1.702

Requesting Department 1.702 Accounting	Department Director Charlena Kowatch
Net Book Value (Finance) 1 Frant 10/9/18	EMC Member Lut Ruler jo/14/19 President/CEO Mio/16/19
Sr. VP Finance/CFO	President/CEO (10/16/19
Board Approval: (Date)	(CFO Signature)
Requestor Notified Finance	
Asset Disposed of or Donated	
Removed from Asset List (Finance)	

Request for Disposal of Obsolete or Surplus Property

Toquostou.	1	T	25 1			N. T T T T	
Asset Description	Asset Control KN#	Purchase Date	Purchase Amount	CE#	Reason for Disposal	Net Book Value (Provided by Finance)	Dept.#
Sleeper Chair	027607	12/11/0	2 1178,00	###\$\$J-1794	They were wore out	-0-	1.333
Sleeper Chair	027608		1178,00		and broken	O	1.333
Sleeper Chair	027609		1178,00		some long been		1.333
Sleeper Chair	027610		117800		replaced. * Not here	-0-	1.333
Sleeper chair	027611		1178,00		Remove	0	1.333
Sleeper chair	027612		117800	r-abbrevillers.publish	from list to	0	1.333
Sleeper chair	027613		117800	, quadranti, p		-0-	1.333
Sleeper chair	027614		1178,00			and O serveral	1.333
Sleeper Chair	027615	V	ı		V	101	1.333
Requesting Department	Α		mens C	enter	Department Director	1. Taredero	
Net Book Value (Finance					EMC Member		0/18/19
VP Finance	fu tou	ly	10/2/11	9	President/CEO	(N) 1012-1119	
Board Approval: (Date)				The state of the s	VP Finance Signature	<u> </u>	
Requestor Notified Fina	ince						
Asset Disposed of or Do	onated						
Removed from Asset Li	st (Finance)						
Requested Public Entity	for Donation						
Entity Contact							
Telephone							

Request for Disposal of Obsolete or Surplus Property

						Net Book	
						Value	
	Asset Control	Purchase	Purchase			(Provided by	Department
Asset Description	KN#	Date	Amount	CE#	Reason for Disposal	Finance)	No.
Waffle Iron	KN027573	4/24/2002	\$785.00	n⁄a	Old and no longer utilized	0.00	1.651
Waffle Iron	KN027574	4/24/2002	\$785.00	n/a	Old and no longer utilized	0.00	1.651
Flat Top Tournament Podium	KN030317	6/4/2015	\$1558.00	n/a	Could not locate this item. This item did not belong to F&N.	\$1116.49	1.651
to different destruction and destruction of destruction destruction destruction.							
			, ,				

Requesting Department Food and Nutrition	Department Director	Lisa Cavallero	9/30/19
Net Book Value (Finance) () けんかんり 1014 19	_EMC Member	10/17/1	9
Sr. VP Finance/CFO hts Feeler 15/21/13	President/CEO	/N 10/24/19	_
Board Approval: (Date)	(CFO Signatur	e) (_
Requestor Notified Finance			
Asset Disposed of or Donated			
Removed from Asset List (Finance)			
Requested Public Entity for Donation		***************************************	
Entity Contact			
Telephone			

Request for Disposal of Obsolete or Surplus Property

The assets listed below are considered obsolete, inefficient, or have ceased to serve any useful function. Board approval for disposal is requested.

	Asset Control	Purchase	Purchase			Net Book Value	
Asset Description	KN#	Date	Amount	CE#	Reason for Disposal	(Provided by Finance)	Dept. #
Burnisher	KN028470	5/05	2901.23	per agrander	Not Befairable	0	1.691
Wet vac					Not Prepairable	-	1.691
Wet Vac		-			Not Repairable		1.691
burnisher	KN028480	5/05	1211.93	494444	Not Begairable	Q	1.691
R3-Carpet extractor	KN029226	9/08	10,348		NOT Repairable	Q	1.691
					1		

Requesting Department Environmental Net Book Value (Finance) VP Finance Board Approval: (Date) Requestor Notified Finance Asset Disposed of or Donated Removed from Asset List (Finance) Requested Public Entity for Donation	10/4/19	Department Director EMC Member President/CEO VP Finance Signature	L. Young 10/17/19 (M10/21/19
Entity Contact			
Telephone			

12/19/18

Request for Disposal of Obsolete or Surplus Property

The assets listed below are considered obsolete, inefficient, or have ceased to serve any useful function. Board approval for disposal is requested.

Totatostoa.	Asset Control	Purchase	Purchase			Net Book Value	
Asset Description	KN#	Date	Amount	CE#	Reason for Disposal	(Provided by Finance)	Dept. #
missing							
Dinamas.	028799	2/14/07	2915,50	SAMPLE SAME	mable to locate	-0-	1.333
Dinamoo	628801	2/14/07	2915,50	ge. Whosper	unable to locate	-0-	1.333
V		,					
			``				:

Requesting Department 1.333 Net Book Value (Finance) (1.1044) 10/11/19 VP Finance Lu Taula 10/21/19	Department Director Mary L. Paredero EMC Member St. 10/18/19 President/CEO 10/20119
Board Approval: (Date)	VP Finance Signature
Requestor Notified Finance	
Asset Disposed of or Donated	
Removed from Asset List (Finance)	
Requested Public Entity for Donation	
Entity Contact	
Telephone	
12/19/18 Left message with CE;	to help us locate.

12/19/18

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING BARRISH MEDICAL CENTER

PARRISH MEDICAL CENTER TITUSVILLE, FLORIDA

Request for Disposal of Obsolete or Surplus Property

	Asset Control	Purchase	Purchase			Net Book Value	
Asset Description	KN#	Date	Amount	CE#	Reason for Disposal	(Provided by Finance)	Dept. #
CASE THINK SOFT	KN029059	2008	10,100		5ht off-interpres- Reven	40	1.621
Prommy SOFT	15N029050	2008	35,500	_	SAME AS ABOVE	# ()	1.621
- Case management		{					
7 Project Maint Fe	- Dischar	se Ma	int				
0 , 3,,,							

Requesting Department Case Monagement	Department Director JAHAICEN CRUGEN
Net Book Value (Einance) 1 Toyux 10/9/19	EMC Member 8 do 10/14/19
VP Finance (25/19	President/CEO
	VP Finance Signature
Requestor Notified Finance	
Asset Disposed of or Donated	
Removed from Asset List (Finance)	
Requested Public Entity for Donation	
Entity Contact	
Telephone	



Finance Committee

FYTD September 30, 2019 - Performance Dashboard

Indicator	Actual 2019	Budget 2019	FYTD 2018
IP Admissions	5,690	5,881	6,024
LOS	4.5	4.5	4.6
Surgical Procedures	6,753	6,275	6,379
ED Visits	37,600	41,139	40,180
OP Volumes	178,611	206,374	178,915
Hospital Margin %	3.1%	3.0%	3.0%
Investment Income \$	\$3.1 million	\$4.5 million	\$5.2 million
EBIDA Margin %	0.6%	3.4%	3.7%



EXECUTIVE COMMITTEE

Robert L. Jordan, Jr., C.M., Chairman Herman A. Cole, Jr. Peggy Crooks Stan Retz, CPA Elizabeth Galfo, M.D. George Mikitarian, President/CEO (non-voting)

DRAFT AGENDA EXECUTIVE COMMITTEE NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER MONDAY, NOVEMBER 4, 2019 2nd FLOOR, EXECUTIVE CONFERENCE ROOM IMMEDIATELY FOLLOWING FINANCE COMMITTEE

CALL TO ORDER

I. Approval of Minutes

Motion to approve the minutes of the September 9, 2019 meeting.

- II. Reading of the Huddle
- III. Public Comment
- IV. Report from Titusville City Council Liaison Scott Larese
- V. Report on CEO Compensation Mr. Cole
- VI. "Lo Tignov" Letter / Other related matters Mr. Zumpano
- VII. Cyber Security Mr. Loftin/Mr. Stafford
- VIII. Attorney Report Mr. Boyles
 - IX. Other
 - X. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT MS. LISA CAVALLERO, EXECUTIVE DIRECTOR OF SUPPORT SERVICES, AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6190 OR (321) 383-9829 (TDD).

THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS EXECUTIVE COMMITTEE. TO THE EXTENT OF SUCH DISCUSSIONS, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS EXECUTIVE COMMITTEE AND NORTH BREVARD MEDICAL SUPPORT, INC. SHALL BE CONDUCTED.

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER EXECUTIVE COMMITTEE

A regular meeting of the Executive Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on September 9, 2019 in the Executive Conference Room. The following members were present:

Robert L. Jordan, Jr., C.M., Chairman Herman A. Cole, Jr. Stan Retz Elizabeth Galfo, M.D. Peggy Crooks George Mikitarian (non-voting)

Members Absent:

None

Also in attendance were the following Board members:

Ashok Shah, M.D. Billie Fitzgerald Maureen Rupe Jerry Noffel

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Jordan called the meeting to order at 1:39 p.m.

READING OF THE HUDDLE

Dr. Galfo read the Weekly Huddle.

PUBLIC COMMENT

There were no public comments.

LEGAL UPDATE

Mr. Zumpano distributed copies of his Executive Summary of the Federal Case Brought by Health First Physicians against the Hospital District (PMC) regarding medical staff privileges. Mr. Zumpano noted that on August 22, 2019, the Court granted summary judgement in favor of PMC on all counts. Mr. Zumpano summarized the Courts findings, which may assist other hospitals facing similar situations. Mr. Zumpano added that Mr. Mikitarian and PMC leadership faced this issue with

EXECUTIVE COMMITTEE SEPTEMBER 9, 2019 PAGE 2

courage and conviction and were able to obtain accreditation while going through the legal dispute, despite missing data, which would not be released by Health First.

MANAGED CARE DISCUSSION

Mr. Zumpano summarized for the committee a recent presentation by Steward Health Care for consideration only. Steward Health Care is proposing that Parrish Healthcare become a part of its ACO, seeking clinical integration to fulfill the needs of the community. Mr. Zumpano asked the Committee if this opportunity is worth exploring further. The committee expressed some reservations but agreed to exploring this opportunity further.

RADIOLOGY SERVICES

Mr. Waterman summarized for the committee the August 30, 2019 Request for Information (RFI) relating to Radiology services. Mr. Waterman added that the shared cost along with additional expertise gained by seeking a third party for Radiology Services to those will also allow for expanding services currently not offered. Mr. Waterman noted he will have more information after the RFI submissions and will report the findings at the next committee meeting.

OTHER

Mr. Zumpano shared with the committee that it has recently come to the attention of leadership that someone has impersonated a physician drafting a letter in the physician's name and making several allegations concerning transactions completed in the past. Mr. Zumpano noted there is a team working on this matter, creating the proper response and going forward with the appropriate government agency.

OPEN FORUM FOR PHYSICIANS

No physicians spoke.

ATTORNEY REPORT

Mr. Boyles noted Gray Robinson, P.A. is also looking into the same problem Mr. Zumpano previously mentioned concerning the fabricated letters and allegations.

ADJOURNMENT

There being no further business to discuss, the committee adjourned at 3:28 p.m.

Robert L. Jordan, Jr., C.M. Chairperson

EDUCATION COMMITTEE

Billie Fitzgerald, Chairperson
Herman A. Cole, Jr. (ex-officio)
Elizabeth T. Galfo, M.D.
Maureen Rupe
Ashok Shah, M.D.
Joseph Rojas, M.D.
George Mikitarian, President/CEO (Non-voting)

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE MONDAY, NOVEMBER 4, 2019 IMMEDIATELY FOLLOWING EXECUTIVE SESSION FIRST FLOOR CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

- I. Board Assessment Questionnaire Mr. Lifton
- II. Other
- IV. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE EDUCATION COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT MS. LISA CAVALLERO, EXECUTIVE DIRECTOR OF SUPPORT SERVICES, AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6190 OR (321) 383-9829 (TDD).

THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE. TO THE EXTENT OF SUCH DISCUSSION, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT, BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE AND NORTH BREVARD MEDICAL SUUPORT, INC. SHALL BE CONDUCTED.



Board Self-Assessment

November 2019



Presentation and Discussion

- □ Background and Process
- Questionnaire Responses
- Board, Committee Structure and Function
- □ Governance Practice Comparison
- □ Comments, Questions



Background and Process

- □ Periodic board self-evaluation
 - ✓ Good governance practice
 - ✓ Specified in bylaws: Distribute to the Board of Directors in October of every <u>odd</u> year a Board Self Evaluation with results tabulated and reported at the November Board meeting for discussion
 - ✓ Peers: 47%, full board evaluation; 59%, some evaluation
- □ Process
 - ✓ Questionnaire; same as prior years
 - ✓ Bylaws review
 - ✓ Comparison with prior years, peer hospitals



Questionnaire Responses

- □ All Board members participated
- ☐ Generally consistent with 2010, 2013
 - ✓ Mean score 4.4+ on 12/20 questions; none below 4.0
 - ✓ Meeting preparation = 100 minutes
- Observations
 - ✓ Small board size can skew results
 - ✓ PMC structure influences policies, practices, responses
- □ Issues for consideration
 - ✓ Effectiveness dealing with medical staff
 - ✓ Respect for individuals, opinions



Questionnaire Responses

<u>Question</u>	<u> 2019</u>	<u>2013</u>	<u>2010</u>
1. Understand bd's basic function is policy	4.9	4.9	4.8
2. Understand board's core duties	5.0	5.0	5.0
3. Educational activities keep me informed	4.4	4.8	4.4
4. Material circulated far enough in advance	4.8	4.4	4.8
5. Reports are understandable	4.9	4.6	4.6
6. Half of bd mtg devoted to strategic issues	<mark>4.0</mark>	4.1	4.0
7. Free to speak; opinions respected	4.1	4.4	4.6
8. Board works well as a team	4.4	4.4	4.4
10. Meetings are efficient	<mark>4.0</mark>	4.6	4.2
11. Members maintain confidentiality	5.0	4.6	4.9



Questionnaire Responses

<u>Question</u>	<u>2019</u>	<u>2013</u>	<u>2010</u>
12. Consider needs of the community	5.0	5.0	5.0
13. Quality criteria established	4.9	5.0	4.7
14. Effective setting strategic direction	4.2	4.4	4.1
15. Effective communicating w/community	4.5	4.4	4.3
16. Effective oversight of quality	4.2	4.4	4.4
17. Effective financial oversight	4.6	4.6	4.4
18. Effective dealing with medical staff	<mark>4.1</mark>	3.7	4.5
19. Effective reviewing CEO's performance	4.2	4.4	4.6
20. Bd communicates effectively with CEO	4.4	4.6	4.8
21. CEO communicates effectively with bd	4.8	4.6	4.8



Responses to Open-Ended Questions

- ☐ Few, as in past years
- □ Four themes
 - ✓ Emergency department
 - ✓ Departmental activities, employee perspectives
 - ✓ Updating, reporting on projects/initiatives
 - ✓ Medical staff interaction



Board and Committee Structure

- □ Board members: PMC = 9; peers = 11, 7
- \square Committees: PMC = 9; peers = 7
 - ✓ Not all PMC committees meet regularly
 - ✓ Responsibilities vary among peer hospitals
- Committees at peer hospitals
 - ✓ Finance, 90%; Quality, 70%; Executive, 66%; Governance/nominating, 54%
 - ✓ Audit/compliance, 47%; Strategic planning, 42%; Executive compensation, 31%

Peer groups = freestanding hospitals (AHA), government hospitals (Gov. Inst.)



Committee Function

- □ PMC committees act as "committees of the whole"
 - ✓ Committee agendas function as Board agenda items
 - Executive committee somewhat like a pre-board meeting
- Committees meet same day as the Board
 - ✓ Limits review of committee material, feedback
- □ Observation: Part of the Parrish culture
 - ✓ Not necessarily bad, or good



Governance Practice Comparison

Standard

Conflict of interest policies

Periodic self-evaluation

Executive session

"Dashboard" presentations

Up-to-date medical staff plan

Periodic review of bylaws

Consent agenda

Resources for education

<u>PMC</u>

Bylaws; clear, strong

Bylaws; revision

Yes; for specified activities

For some information

Per policy; maintained

Bylaws; Exec Comm

Yes

Yes; Board committee



Comments or Questions?



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DRAFT AGENDA BOARD OF DIRECTORS MEETING - REGULAR MEETING NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING

PARRISH MEDICAL CENTER NOVEMBER 4, 2019

NO EARLIER THAN 3:00 P.M.,

FOLLOWING THE LAST COMMITTEE MEETING FIRST FLOOR, CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

- I. Pledge of Allegiance
- II. PMC's Vision Healing Families Healing Communities
- III. Approval of Agenda
- IV. Review and Approval of Minutes (September 9, 2019 Regular Meeting, September 9, 2019 First Public Hearing, September 23, 2019 Second Public Hearing and September 23, 2019 Special Meeting)
- V. Recognitions(s)
- VI. Open Forum for PMC Physicians
- VII. Public Comments
- VIII. Unfinished Business
- IX. New Business
 - A. Motion to Recommend the Board of Directors approve Policy 9500-166, Trademark and Logo Usage/Corporate Branding Standards, as presented.
- X. Medical Staff Report Recommendations/Announcements Dr. Rojas

Resignations – For Information Only

- 1. Susan Agrama, MD Hospitalist
- 2. Wendy Doyle, PA-C Medicine/Cardiology
- 3. Modupeola Abiodun, MD Refer and Follow
- 4. Jyothi Krishnamurthy, MD Medicine/Hospitalist
- XI. Public Comments (as needed for revised Consent Agenda)

BOARD OF DIRECTORS MEETING NOVEMBER 4, 2019 PAGE 2

XII. Consent Agenda

A. Finance

1. To recommend to the Board of Directors to declare the equipment listed in the requests for Disposal of Obsolete or Surplus Property Forms as surplus and obsolete and dispose of same in accordance with FS274.05 and FS274.96.

XI. Committee Reports

- A. Quality Committee Mr. Cole
- B. Budget and Finance Committee Mr. Retz
- C. Executive Committee Mr. Jordan
- D. Educational, Governmental and Community Relations Committee Ms. Fitzgerald
- E. Planning, Physical Facilities & Properties Committee (Did Not Meet)
- XII. Process and Quality Report Mr. Mikitarian
 - A. Other Related Management Issues/Information
 - B. Hospital Attorney Mr. Boyles
- XIII. Other
- XIV. Closing Remarks Chairman
- XV. Executive Session (if necessary)
- XVI. Open Forum for Public

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT MS. LISA CAVALLERO, EXECUTIVE DIRECTOR OF SUPPORT SERVICES, AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6190 OR (321) 383-9829 (TDD).

THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS. TO THE EXTENT OF SUCH DISCUSSIONS, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT AND NORTH BREVARD MEDICAL

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER BOARD OF DIRECTORS – REGULAR MEETING

A regular meeting of the Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center was held on September 9, 2019 in Conference Room 2/3/4/5, First Floor. The following members were present:

Herman A. Cole, Jr., Chairman Stan Retz Peggy Crooks Jerry Noffel Billie Fitzgerald Robert L. Jordan, Jr., C.M. Elizabeth Galfo, M.D. Maureen Rupe Ashok Shah, M.D

Member(s) Absent:

None

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Cole called the meeting to order at 4:05p.m.

PLEDGE OF ALLEGIANCE

Mr. Cole led the Board of Directors, staff and public in reciting the Pledge of Allegiance.

PMC'S VISION - Healing Families - Healing Communities®

Mr. Cole led the Board of Directors, staff and public in reciting PMC's Vision – *Healing Families* – *Healing Communities*®.

APPROVAL OF AGENDA

Mr. Cole asked for approval of the agenda in the packet. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Ms. Crooks and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE AGENDA AS PRESENTED.

RECOGNITIONS

Ms. Sellers introduced Ms. Tanya Abreu, PMC's new Executive Director of Communications and Community Development. Ms. Abreu thanked PMC Leadership and the Board for this opportunity.

Dr. Galfo recognized Ms. Kristina Weaver on her recent Sleep Review Magazine article. Dr. Galfo congratulated Ms. Weaver, noting in addition to her Sleep Navigator Program, she and her team also help patients navigate their health care successfully after discharge from the hospital with the Care Navigation Program.

OPEN FORUM FOR PMC PHYSICIANS

There were no physician comments.

PUBLIC COMMENTS

There were no public comments.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

Discussion ensued and the following motion was made by Mr. Jordan, seconded by Ms. Fitzgerald and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE ADMINISTRATIVE CLOSURE OF INCOMPLETE MEDICAL RECORDS POLICY, AS PRESENTED.

Discussion ensued and the following motion was made by Mr. Jordan, seconded by Ms. Crooks and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE INSPECTION AND REPRODUCTION OF PUBLIC RECORDS POLICY, AS PRESENTED.

Discussion ensued and the following motion was made by Mr. Jordan, seconded by Dr. Galfo and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE INSTITUTIONAL REVIEW BOARD POLICY, AS PRESENTED.

BOARD OF DIRECTORS SEPTEMBER 9, 2019 PAGE 3

Discussion ensued and the following motion was made by Dr. Galfo, seconded by Dr. Shah and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE CONSUMER GENERATED MEDIA (CGM) AND SOCIAL MEDIA GUIDELINES POLICY, AS PRESENTED.

Discussion ensued and the following motion was made by Mr. Jordan, seconded by Dr. Galfo and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE DRUG AND ALCOHOL FREE WORK PLACE POLICY, AS PRESENTED.

Discussion ensued and the following motion was made by Mr. Jordan, seconded by Dr. Galfo and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE POLICY 9500-2023, PRIMARY STOKE CENTER ADMIN SUPPORT, AS PRESENTED.

North Brevard Medical Support Liaison Report

Mr. Retz presented the North Brevard Medical Support Liaison report from the August 19, 2019 meeting.

MEDICAL STAFF REPORT RECOMMENDATIONS/ANNOUNCEMENTS

Resignations – For Information Only

- 1. Nasir Hasan, MD Hospitalist
- 2. Kamal Patel, MD Pain Management
- 3. Sameer Draviam, MD Emergency Medicine
- 4. John Papavasiliou, MD Emergency Medicine
- 5. Nadia Echevarria, MD Hospitalist

PUBLIC COMMENTS

There were no public comments regarding the revised consent agenda.

CONSENT AGENDA

Discussion ensued regarding the consent agenda, and the following motion was made by Ms. Crooks, seconded by Dr. Galfo and approved (9 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE THE FOLLOWING REVISED CONSENT AGENDA ITEMS:

A. Finance Committee

- Recommend the Board of Directors to authorize management to enter into a letter of agreement with the Agency for Health Care Administration to fund DSH for SFY 2020 in an amount not to exceed \$688,956.
- 2. Recommend the Board of Directors to authorize management to enter into a letter of agreement with the Agency for Health Care Administration to fund LIP for SFY 2020 in an amount not to exceed \$1,270,353.
- Recommend the Board of Directors declare the equipment listed in the requests for Disposal of Obsolete or Surplus Property Forms as surplus and obsolete and dispose of same in accordance with FS274.05 and FS274.96.
- 4. Recommend the Board of Directors approve retaining single Auditing Firm for all entities that fall under the North Brevard County Hospital District for financial reporting purposes during the earliest feasible fiscal year end.
- 5. Recommend the Board of Directors approve the acquisition of approximately twelve hundred and fifty new computers; laptops, desktops and handheld computers, as well as ancillary equipment and materials such as cables, etc. with the option to purchase or lease to acquire said equipment.

COMMITTEE REPORTS

Quality Committee

Mr. Cole reported all items were covered during the meeting.

Budget and Finance Committee

Mr. Retz reported all items were covered during the meeting.

Executive Committee

Mr. Jordan reported all items were covered during the meeting.

Educational, Governmental and Community Relations Committee

Ms. Fitzgerald reported the Education Committee did not meet.

Planning, Physical Facilities and Properties Committee

Mr. Jordan reported the Planning Committee did not meet.

PROCESS AND QUALITY REPORT

Mr. Mikitarian took this time to recognize the staff and organization on a successful Stoke recertification, noting that starting in July a new law will require organizations to have Stroke Certification or Accreditation or they cannot operate as a Primary Stroke Center. Mr. Mikitarian added that the Joint Commission Surveyor recognized the success of PMC's program and could not find anything to offer in the area of improvement.

Mr. Mikitarian also expressed his appreciation to the staff for the Hurricane Dorian preparations, also thanking Dr. Rojas, noting PMC has not previously had the privilege of having the Medical Staff President onsite during the storm.

Hospital Attorney

Legal counsel had no report.

OTHER

No other business was discussed.

CLOSING REMARKS

There were no closing remarks.

OPEN FORUM FOR PUBLIC

No members of the public spoke.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 4:17 p.m.

Herman A. Cole, Jr. Chairman

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER – SPECIAL MEETING PUBLIC HEARING

The Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center held a special meeting and Public Hearing on September 9, 2019 at 5:01 p.m. in Conference Room 2/3/4/5, First Floor. The following members, representing a quorum, were present:

Herman A. Cole, Jr., Chairman Peggy Crooks Elizabeth Galfo, M.D. Jerry Noffel Stan Retz, CPA Ashok Shah MD Robert L. Jordan, Jr., C.M. Maureen Rupe

Member(s) Absent: Billie Fitzgerald (excused)

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Cole called the meeting to order at 5:01 p.m. and stated that this is the first of two public hearings to establish the millage rate and budget for FY2019-2020 as required by the Laws of Florida.

TENTATIVE MILLAGE RATE

Mr. Cole asked if there were any public comments and/or questions regarding the tentative millage rate of \$0.0000 per \$1,000 valuation. No comments or questions were presented by the public. Mr. Cole then asked for comments and/or questions from the Board of Directors regarding the millage rate of \$0.0000 per \$1,000 in valuation. No comments or questions were presented by the Members of the Board of Directors. Discussion ensued and the following motion was made by Dr. Galfo, seconded by Ms. Crooks and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE TO ADOPT THE TENTATIVE MILLAGE RATE OF \$0.0000 FOR FY2019-2020.

BOARD OF DIRECTORS – SPECIAL MEETING SEPTEMBER 9, 2019 PAGE 2

TENTATIVE BUDGET FOR FY2019-2020

Mr. Cole asked if there were any public comments and/or questions relative to the tentative budget for FY2019-2020 as presented. No comments or questions were presented. Mr. Cole then asked for comments and/or questions from the Board of Directors regarding the tentative budget for FY2019-2020 as presented. No comments or questions were presented by the Members of the Board of Directors. Discussion ensued and the following motion was made by Mr. Jordan, seconded by Ms. Rupe and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE TO ADOPT THE TENTATIVE BUDGET FOR FY2019-2020 AS PRESENTED.

SECOND PUBLIC HEARING

Mr. Cole announced that the second public hearing will be held on Monday, September 23, 2019 at 5:01 p.m. in the Executive Conference Room on the second floor.

ADJOURNMENT

There being no further business to discuss, the public hearing adjourned at 5:03 p.m.

Peggy Crooks, Secretary

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER – SPECIAL MEETING SECOND PUBLIC HEARING

The Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center held a special meeting on September 23, 2019 at 5:03 p.m. in the Executive Conference Room, Second Floor. The following members, representing a quorum, were present:

Herman A. Cole, Jr.
Robert L. Jordan, Jr., C.M.
Peggy Crooks
Elizabeth Galfo, M.D.
Maureen Rupe
Billie Fitzgerald
Jerry Noffel

Member(s) Absent:

Ashok Shah, M.D. (excused) Stan Retz, CPA (excused)

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Cole called the special meeting to order at 5:03 p.m. and stated that this is the second of two special public hearings to establish the millage rate and budget for FY2019-2020 as required by the Laws of Florida.

TENTATIVE MILLAGE RATE

Mr. Cole stated the tentative millage rate of \$0.0000 per \$1,000 valuation is the prior year operating millage levy. Mr. Cole asked if there were any questions or comments from the public. No comments or questions were presented. A copy of the resolution is appended to the file copy of these minutes. Discussion ensued and the following motion was made by Ms. Crooks, seconded by Dr. Galfo and approved (7 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE TO ADOPT THE MILLAGE RESOLUTION RATE OF \$0.0000 PER \$1,000 VALUATION FOR FY2019-2020.

BOARD OF DIRECTORS – SPECIAL MEETING SEPTEMBER 23, 2019 PAGE 2

TENTATIVE BUDGET FOR FY2019-2020

Mr. Cole asked if there were any comments and/or questions from the public relative to the tentative budget for FY2019-2020 as presented. No comments or questions were presented. The following motion was made by Mr. Jordan, seconded by Dr. Galfo and approved (7 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO APPROVE TO ADOPT THE FINAL BUDGET FOR FY2019-2020 AS PRESENTED.

ADJOURNMENT

There being no further business, the meeting adjourned at 5:07 p.m.

Peggy Crooks, Secretary

Other Attendees:

George Mikitarian, President/CEO
Natalie Sellers, Vice President, Communications, Community & Corporate Service
Kent Bailey, Vice President, Finance
Edwin Loftin, Sr. Vice President – Acute Care Services
Drew Waterman, Vice President, Ambulatory Services
Stephanie Parham, Executive Assistant

NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER BOARD OF DIRECTORS – SPECIAL MEETING

A special meeting of the Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center was held on September 23, 2019 in Executive Conference Room, Second Floor. The following members were present:

Herman A. Cole, Jr., Chairman Peggy Crooks Jerry Noffel Billie Fitzgerald Robert L. Jordan, Jr., C.M. Elizabeth Galfo, M.D. Maureen Rupe

Member(s) Absent:

Stan Retz (excused) Ashok Shah, M.D (excused)

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Cole called the meeting to order at 5:07p.m.

COMMUNITY HEALTH NEEDS ASSESSMENT REPORT

Ms. Sellers summarized for the Board the Community Health Needs Assessment Report previously emailed to each member. Ms. Sellers noted the Community Health Needs Assessment is required every three years and must be adopted by the Governing Board. Ms. Sellers added the Implementation Plan, which will cover 2019-2021, will come before the Board for approval in January 2020. Copies of the Power Point slides presented are appended to the file copy of these minutes. Discussion ensued and the following motion was made by Ms. Crooks, seconded by Ms. Rupe and approved (7 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: MOTION TO RECOMMEND THE BOARD OF DIRECTORS APPROVE THE COMMUNITY HEALTH NEEDS ASSESSMENT REPORT AS PRESENTED.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 5:29 p.m.



Current Status: Pending PolicyStat ID: 4920260

PARRISH*

Origination: 11/1990

Effective: Upon Approval

Last Approved: N/A

Last Revised: 10/2019

Next Review: 3 years after approval

Areas: Administration

Tags: 9500

Applicability: Parrish Medical Center

North Brevard Medical Support

Parrish Healthcare

Trademark and Logo Usage/Corporate Branding Standards, 9500-166

POLICY STATEMENT

This policy sets forth the approved usage of the Parrish Medical Center service mark (logo) and brand for communications in print, Web, electronic form, and other mediums. Adherence to these guidelines will protect the integrity of the medical center's visual identity and ensure the consistency in our communications in accordance with our mission, vision and values.

This policy sets forth the approved usage guidelines of all names, logos and other registered or unregistered service marks or trademarks ("Marks") owned by North Brevard County Hospital District d/b/a Parrish Medical Center and/or its affiliates ("PMC"). PMC is the exclusive owner of all registered or unregistered PMC Marks. Use of PMC Marks are strictly prohibited without explicit approval in accordance with this policy. PMC diligently protects and guards against any violation of this policy and related guidelines.

PURPOSE

This policy contains Parrish Medical Center's service mark (logo) and branding standards system, as detailed within Exhibit 1 Parrish Medical Center's Communications Guide. The policy is intended to standardize the Parrish Medical Center identification on everything produced by and for the medical center, its departments and affiliates. Through consistent identification Parrish Medical Center will enhance, strengthen and protect our image and reputation.

This policy governs the use of all PMC Marks for any purpose and applies to the entire Parrish Healthcare family of service marks. PMC acknowledges the desire of third parties to show affiliation with PMC. Consistency in the use of PMC Marks strengthens their value and our ability to protect them from unauthorized use. This policy is intended to protect the organization's brand identity. Brand identity is fundamental to public recognition and symbolizes our differentiation and competitive advantage. PMC's brand represents a collection of experiences, "healing experiences," and a collaborative network of medical centers, services, programs and people. Our distinctive corporate culture is integral to our reputation and identity within the community we serve. Protecting our brand, which embodies our reputation in part requires a consistent and standardized approach to communications. This policy further serves to guide appropriate use of PMC Marks.

DEFINITIONS

A. This policy defines the public as:

- 1. Community at large
- Recognized community groups, (e.g. legislative bodies, clubs and organizations, churches, schools, professional associations, etc.)
- 3. Inpatients and outpatients
- 4. Employers/Employees
- 5. News media
- 6. Mailing lists to any of the above or targeted/identified segments
- 7. Other related categories
- A. PMC Marks all registered and unregistered trademarks and service marks owned North Brevard County Hospital District d/b/a Parrish Medical Center and/or its affiliates.

PROCEDURES

A. Restricted Use

- Parrish Medical Center is the exclusive owner of the Parrish Medical Center service marks, including the name, Parrish Medical Center. Use of the Parrish Medical Center service marks is restricted, as per Exhibit 2: Service Mark Licensing Agreement.
- 2. The service mark (logo) for Parrish Medical Center, its affiliated and associated organizations, may not be applied to any advertising, promotional or premium materials, goods, or merchandise without prior approval from the Parrish Medical Center Board of Directors or its designee, the Communications and Service Excellence Department. Under no circumstances may variations in the service mark's original artwork or appearance be used.
- 3. Parrish Medical Center and its Board of Directors reserve the right to determine the appropriateness of any merchandise item to bear the Parrish Medical Center service mark (logo).
- 4. This policy is in no way intended to imply that Parrish Medical Center departments, affiliated and associate organizations are independently responsible for producing advertising, and promotional materials, or merchandise, etc. The Communications and Service Excellence Department is responsible for coordinating the majority of these purchases and/or will lend assistance in these areas upon request. However, all printed items bearing the Parrish Medical Center service mark (logo) must be approved by the Communications and Service Excellence Department prior to printing and in compliance with the Communications Guide (Exhibit 1).
- B. Collateral/Public Information Dissemination Approval:
 - 4. All Parrish Medical Center promotional information disseminated and transmitted to the public either through print or electronic media must be approved by the Communications and Service Excellence Department to ensure appropriateness and consistency with guidelines established for public information purposes. Materials include those that do and do not contain a service mark (logo).
- C. The Communications & Service Excellence Department is responsible for all matters relating to medical center identity/branding. If you have questions about this policy or related items contact the department at 268-6110.

A. General Principles

1. Use of PMC Marks is restricted, in accordance with this policy, and all use must comply with both Exhibit 1: Parrish Healthcare Brand Book | Communication Guide and Exhibit 2: Service Mark

- Licensing Agreement.
- 2. Any use of the PMC Marks must not disparage PMC or its Marks, products, or services.
- 3. Use of the PMC Marks must not mislead the public as to an organization's affiliation with PMC or PMC's sponsorship of a company and/or its products or services.
- 4. PMC Marks are among PMC's most valuable intellectual property assets. As such, PMC will take all appropriate measures to preserve the strength of and retain its exclusive rights to use its Marks.

B. Restricted Use

- 1. PMC Marks may not be applied to any advertising, promotional or premium materials, goods, or merchandise, etc., without prior approval from the Communications Department.
- 2. PMC reserves the right to determine the appropriateness of granting or denying permission to use its Marks.
- 3. This policy in no way implies that PMC departments or affiliated and associated organizations are independently responsible for producing advertising, promotional materials, or merchandise, etc. The PMC Communications Department is responsible for coordinating these activities/purchases and/or will lend assistance in these areas upon request.
- 4. All promotional information including but not limited to printed materials bearing any PMC Mark(s) must be approved in writing by the Communications Department prior to printing and in compliance with the Brand Book | Communications Guide (Exhibit 1).

C. Use of Marks

- 1. No use of the PMC Mark(s) may be made unless the entire text of each proposed use of the Mark is first submitted to PMC for review, along with samples which are accurate and true representations of the final form of the proposed use of the Mark(s), and are first "Approved As Is" on the written form that PMC then uses for such purposes. If changes of any kind are made to the content of a creative execution that has been previously approved, it must again be submitted to PMC for review and approval before it is used.
- 2. PMC shall have the right to conduct whatever inquiry it deems appropriate concerning accuracy of representations and use of its Mark(s).

D. Prohibited Uses

- 1. No Endorsements. Statements that PMC is a user or purchaser of a product or service are permitted if true. However, PMC Marks shall not be used to endorse a product of service provided by a third party.
- 2. General Prohibition. Neither the company name nor any PMC Mark may be used in any manner that could adversely affect PMC's image or standing or would for any other reason be inappropriate for a public healthcare provider. Such proscribed uses include, but are not limited to, the use of PMC Marks in connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, and firearms.

E. Violations

With respect to violations of this policy, PMC reserves its right to seek appropriate remedies under applicable federal or state law. The Communications Department is responsible for all matters related to this policy. Questions should be directed to the department at 268-6110.

SEPARATE ATTACHMENT

PARRISH MEDICAL CENTER

COMMUNICATIONS GUIDE

SEPARATE ATTACHMENT: Brand Book | Communications Guide

EXHIBIT 2

SEPARATE ATTACHMENT: Service Mark Usage Agreement

All revision dates: 10/2019, 03/2011, 03/2003, 10/2002, 04/2002, 08/

1999

Attachments:

Brand Book | Communications Guide

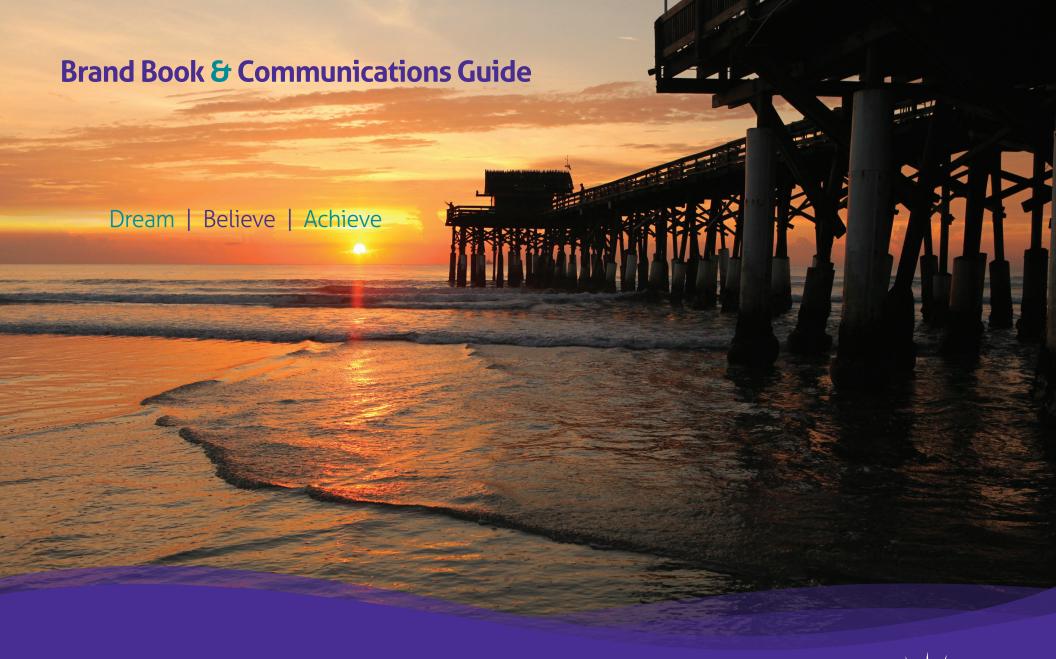
Licensing Agreement

Approval Signatures

Step Description	Approver	Date	
BOD	Herman Cole: Chairman, Board of Directors		
President/CEO	George Mikitarian: President/CEO [AJ]	10/2019	
Compliance	Corporate Compliance [NV]	07/2019	
Executive Management	Natalie Sellers: Vice President, Communications, Community & Corpor	02/2019	
	Natalie Sellers: Vice President, Communications, Community & Corpor	02/2019	

Applicability

North Brevard Medical Support, Parrish Healthcare, Parrish Medical Center





Our Vision

Healing Families—Healing Communities®

Our Values

Safety | Loyalty | Integrity | Compassion | Excellence | Stewardship

Our Mission

Healing Experiences for Everyone All the Time®



Brand Book & Communications Guide

Dear friends,

We are pleased to provide you with the Parrish Healthcare Brand Book & Communications Guide. This guide is intended to protect the organization's brand identity. Brand identity is fundamental to public recognition and symbolizes our differentiation and competitive advantage.

Parrish Healthcare's brand is a collection of experiences, "healing experiences," and a collaborative network of medical centers, services, programs and people. Our distinctive corporate culture is integral to our reputation/identity within the community we serve. Protecting our brand (our reputation) in part requires a consistent and standardized approach to communications.

This guide contains Parrish Healthcare's family of service marks (logos) and branding standards. The guide also sets forth the approved usage of Parrish Healthcare's family of service marks (logos) and brand for communications in print, Web, digital and other mediums.

Adherence to these guidelines is required.

If you have any questions, please do not hesitate to contact us.

Sincerely,

Natalie Sellers, APR, MS, FACHE Vice President Communications, Community & Corporate Services

Phone: 321-268-6110

Email: comservices@parrishmed.com



Healing Environment Pioneers

The Healing Process

Healing is a process that can be enhanced with the right environment—a healing environment. Parrish Medical Center was among the nation's first to pioneer the evidence-based healing design (as defined by The Center for Health Design/Pebble Project) throughout our 371,000-square-foot hospital that opened in 2002.

Since then, Parrish Medical Center has served as a leader in providing therapeutic healing environments as part of our person- and family-centered model of care, including adopting the healing design concept within each of our outpatient Parrish Healthcare Centers. This design concept is now recommended by Centers for Medicare and Medicaid Services as the preferred design approach for all hospitals.

This distinctive approach to person- and family-centered care blends the science of evidence-based design and medicine with the art of healing for which Parrish Medical Center has earned international recognition as a healing environment pioneer. Following are the elements of healing design.



Nature

Our spirit-enriching healthcare environments are in harmony with nature. From the ancient American Indians, Chinese, Greeks and others, we have long known the synergistic relationship between nature and personal well-being. Having access to elements of nature help to distract patients from the challenges of treatment and enhances their sense of well-being.

Parrish Medical Center's spirit enriching design is in harmony with nature. Our circular design elements bring the outdoors in with cascading water from the fountain, planters, colors, textures, windows at every vantage point, and artwork illustrating Florida's landscapes all work in harmony and balance to reinforce the natural feel of the space.

Color and Healthy Lighting

Color and light and are used in healing environments to affect the physiological, psychological, spiritual, and emotional well-being of people.

Color and light are used strategically within Parrish Medical Center's healing environments and serve to restore one's inner balance.

We used natural light and warm colors and textures to create serene yet cheerful environments.

These elements help put patients and family members at ease and provide efficient work spaces for caregivers.

Healthy Building

Therapeutic, healing environments work with natural processes and the laws of nature to keep the interior and exterior environment comfortable, healthy, and vital, while conserving energy, resources and the natural environment.

The American Society of Healthcare Engineers' Annual Vista Awards (2004) recognized PMC's dedication to healthy building design.

Physical Security

Healing environments provide safe harbor.

Ensuring the safety of our caregivers and patients is a top priority. Therefore, much attention is paid to providing advanced security systems and designing spaces in such a way as to best protect patients, visitors and caregivers while respecting privacy.

Wayfinding

Healing environments provide clear direction.

Good wayfinding offers a calming experience to visitors.

Cultural Responsiveness

Healing environments reflect the values, beliefs and philosophies of the people and the communities they serve.

From our physical spaces to our caregivers and services—all work together to provide a healing experience for everyone all the time.

About Our History



From the moment you arrive, you'll feel the difference in our healing hospital through our spirit-lifting architecture and decor.

Parrish Medical Center

Formed by the State of Florida in 1958 as The North Brevard County Hospital District, Parrish Medical Center is very proud to remain an independent, not-for-profit, public community hospital. More importantly, Parrish Medical Center is doing so at levels that place us among the nation's very best hospitals by all measures. We are proud to have been the nation's first to earn certification for Integrated Care from The Joint Commission, the nation's premier healthcare accrediting organization.

Through the ebbs and flows of the national healthcare system's evolution and transformation, Parrish Medical Center has proven its resolve to succeed on behalf of patients, families and the communities we serve.

These kinds of results do not happen overnight. They require an unwavering commitment to our not-for-profit mission, vision and values.

Parrish Healthcare

In 2016, we introduced Parrish Healthcare to commemorate our growth as a collaborative integrated healthcare system. Parrish Medical Center and its affiliate programs, services and centers; Parrish Medical Group; Parrish Healthcare Centers and Parrish Health Network now comprise what is Parrish Healthcare.

Parrish Healthcare prides itself on serving as a transformative healthcare industry leader—advancing the ideals of collaboration over competition and a relentless commitment to continuous improvement for the benefit of all—patients, families, communities and care partners (employees, physicians, providers and volunteers).

Together, Parrish Medical Center, Parrish Medical Group, Parrish Healthcare Center and Parrish Health Network are Parrish Healthcare. We are healing families and healing communities through our proven quality care, proven safe care, and proven integrated care.



Logo & Brand Colors

We carefully selected our corporate colors to express our healing philosophy and to positively impact individuals' sense of well-being. Our corporate colors are purple, gold and teal.

	Purple Spiritualizes; supports presence as a way of being		l d eers the spirit; uplifting, peful	Tea Ref	l reshes and rejuvenates	
4-Color Process CMYK Inks C89 - M100 - Y0 - K0		4-Color Process CMYK Ink CO - M16 - Y77 - KO		4-Color Process CMYK Ink C100 - M0 - Y31 - K23		
Pantone Matching System "PMS" Inks		Pantone Matching System "PMS" Inks		Pantone Matching System "PMS" Inks		
Coated pape	r Uncoated paper	Coated paper	Uncoated paper	Coated paper	Uncoated paper	
2627 C	267 U	123 C	114 U	321 C	320 U	
RGB and HTML Colors		RGB and HTML Colors		RGB and HTML Colors		
R73 - G47 - B146 492f92		R255 - G212 - B87 ffd457		Ro - G140 - B153	Ro-G140-B153 008c99	



Logo Policy

The talents of top national advertising professionals have been used in developing Parrish Medical Centers family of service marks, including the names and logos of Parrish Medical Center and our affiliates.

Parrish Medical Center logos/service marks may not be applied to any advertising, promotional or premium materials, goods or merchandise without prior approval in accordance with the Corporate Branding Standards Policy 9500-166.

Under no circumstances may variations in the logo's/service mark's original artwork, colors or appearance be used.

Logo Usage

Logos must be used in a consistent and standard way in all publishing or other communications.

There will be a few rare instances that differ from the formats shown. Do not vary from these formats without prior approval from the Communications department.

Logos may be obtained from the Communications department by email at comservices@parrishmed.com or by calling 321-268-6110.

All Parrish Medical Center and affiliate logos must be used according to the following guidelines.

Size

- Avoid using logos in a size less than 57.5% of original size.
- Do not use logos larger than 173% of original size unless it is on a large item such as a billboard or large-format display.

Spacing

- Keep at least 1/4 inch space around logos on all sides.
- Logos should not touch any other artwork or type.
- Do not overprint a logo on top of a photograph or other backgrounds without prior approval.

Logo Variations

In some cases a logo may be used with a major service line and specialty. The Communications department will supply you with all logos.

DO NOT create any Parrish Medical Center or affiliate logos on your own.



All logos, smallest size: 1/2 inch deep measured from top of sunburst to bottom of MEDICAL CENTER (or facility name) type.

Smallest size: no less than 57.5% of original size.



All logos, original size: .8676 inch deep measured from top of sunburst to bottom of MEDICAL CENTER (or facility name) type.

PARRISH HEALTHCARE

Original size: logos are used at 100%.



All logos—largest size: 1 1/2 inches deep—measured from top of sunburst to bottom of MEDICAL CENTER (or facility name) type.

PARRISH HEALTHCARE

Largest size: no larger than 173% of original size, unless for large format promotions.



Logo Examples



System Umbrella Logo/Service Mark – Parrish Healthcare represents our entire integrated system of care. The Parrish Healthcare system includes Parrish Medical Center and its affiliates, Parrish Medical Group and Parrish Health Network.

Use the Parrish Healthcare logo only when representing the inclusive system: Parrish Medical Center, Parrish Medical Group, and Parrish Health Network. Use of this logo requires approval by the VP Communications, Community & Corportate Services or the CEO.

System Driver Logos/Service Marks – Primary access points/gateways.



Hospital-based departments, services, programs.

Use the Parrish Medical Center/ Parrish Healthcare logo when promoting hospital-related services, programs and departments specifically.



Multispecialty physician group.

Use the Parrish Medical Group/ Parrish Healthcare logo when promoting the physicians and the physician practice services.



Use the Parrish Health Network/Parrish Healthcare logo when promoting the network specifically; soliciting new members to join the network, network directory, and benefits and features of the network, as examples.

Freestanding Healthcare Centers



Freestanding, outpatient multispecialty centers that have many serivces within.

Use Parrish Healthcare Center/ Parrish Healthcare logo when promoting one or all of the centers as a whole.



PARRISH HEALTHCARE

Freestanding outpatient cancer center.

Use the Parrish Cancer Center/ Parrish Healthcare logo when promoting programs and services specific to them.



PARRISH HEALTHCARE

Freestanding medical fitness center with departments, programs and services within.

Use the Parrish Health & Fitness/Parrish Healthcare logo when promoting programs and services specific to it.



Logos may be obtained from the Communications department by email at comservices@parrishmed.com or by calling 321-268-6110.

Logo Examples

Parrish Healthcare System Service Lines – Systemwide, inclusive of all Parrish Healthcare entites: Parrish Medical Center (hospital), Parrish Medical Group (physicians), Parrish Health Network (network partners such as Home Health, Skilled Nursing Facility).

Use the Parrish Healthcare Service Line logos when promoting the service line as a whole, e.g., orthopedic service line would include hospital care/services, services of Parrish Medical Group physicians, other Parrish Health Network services such as Home Health, Rehabilitation, Skilled Nursing, etc.













Logo Color Combinations

One-color Purple or Black only



Purple 4-color process CMYK



Purple PMS 2627

Reverse White



Black 4-color process CMYK

Reverse White and Gold

4-color Purple, Teal and Gold



4-color process CMYK inks



White logo and white/yellow logo can be knocked out of the purple swoosh background, instead of placing inside of a purple box.



Logo Usage

Size logos proportionately.





Do not access logos from a website. Logos captured from a website do not have the correct resolution to reproduce properly for high-resolution printing.



Use logos with PARRISH HEALTHCARE. Use the logos with the horizontal line and PARRISH HEALTHCARE in all cases unless depth is limited.



Preferred logo usage is with horizontal line and PARRISH HEALTHCARE.



Use logo without PARRISH HEALTHCARE only when depth is limited.



Example of logo used without PARRISH HEALTHCARE because depth of the digital ad is limited.



Font Usage for Internal Communications

Typography gives our brand a distinct look and feel.

- Never use fancy, script or illustrative typefaces for headlines.
- Use Calibri or Times New Roman exclusively for all internal communications.
- Minimum point size for internal communications is 12 pt.

Use the following fonts for internal communications:

Flyers

Calibri - san serif font Times New Roman - serif font

Powerpoint Presentations

Calibri - san serif font
Times New Roman - serif font

Business Cards, Letterheads, Envelopes

Calibri - san serif font

Memos

Calibri - san serif font Times New Roman - serif font

Business Letters

Calibri - san serif font Times New Roman - serif font

Email Signatures

Calibri 10 pt. - san serif font



*Fonts on Parrish Medical Center computers are installed by Information Systems. If you need a font installed on your computer, please contact the Help Desk at 321-268-6111, ext. 6167.

Font Usage for Internal Communications

Flyer and Memo Template Examples



Type Font: Calibri Bold or Times New Roman

Minimum 12 pt., Maximum 14 pt.



MEMORANDUM

Name, Title FROM: Name, Title SUBJECT: Brief summary of memory

DATE:

Memos are for internal or informal correspondence. Use the appropriate Letterhead Template for external communications in black and white for correspondence that does not require use of the full-color, printed letterhead, which can be ordered from Graphic Press.

Body of the memo - use Times New Roman font, no smaller than 12 point type, no larger than



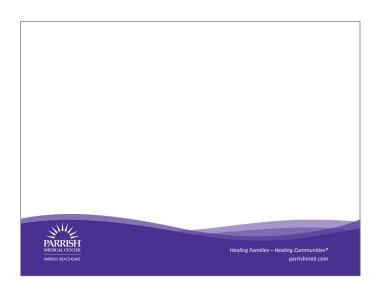
Font Usage for Internal Communications

PowerPoint Template Examples

Body Copy: Calibri Regular or
Times New Roman

Minimum 14 pt.,
Maximum 18 pt.







Font Usage for Advertising & Promotions

Ad Example

Font Family Aller

Headlines Aller Bold or

Aller Regular or

Aller Light

Subheads Aller Regular or

Aller Light

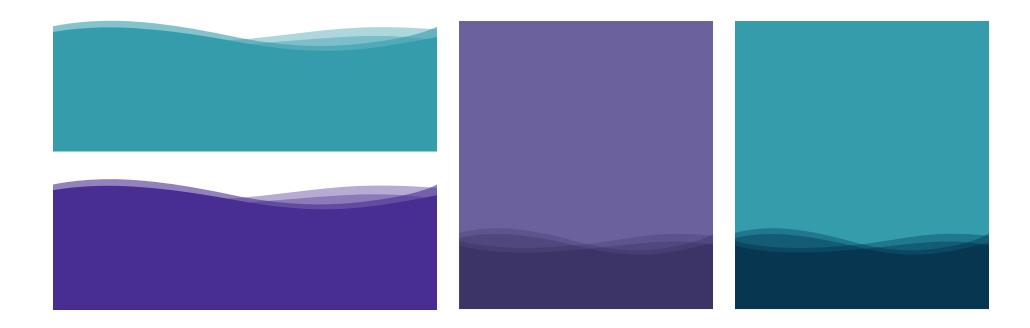
Body Copy Aller Light

Call To Action Aller Regular





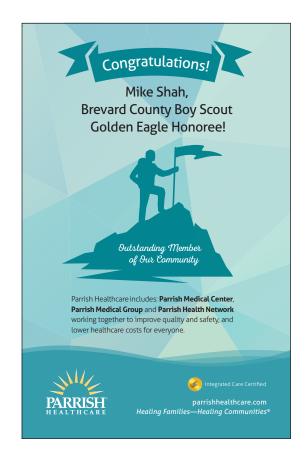
Graphic Elements – Swoosh and Gradient Backgrounds

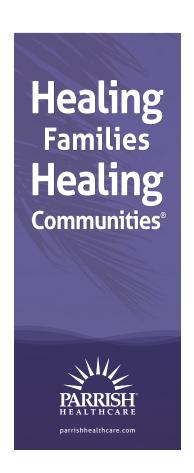




Graphic Elements – Swoosh Examples









Phrases and Taglines

One of Ameria's Finest Healing

Environments®

This phrase is used to describe Parrish Medical Center.

Healing Experiences for Everyone

All the Time®

Mission Statement

Healing Families—Healing Communities®

Vision Statement

Culture of Choice®

This phrase is used to describe our corporate culture.

Our goal is to be more than an employer of choice but a Culture of Choice.®

This means creating a healing work environment that empowers people to aspire to be their very best and inspires commitment to our shared mission, vision and values.



Writing Consistently

Vision Statement

Healing Families—Healing Communities®

Always use the Italic font.

Always use the Em dash between Healing Families and Healing Communities without spaces around it.

When written on two lines, use the Em dash after *Families*.

Healing Families— Healing Communities®

Time

Write time as 8 a.m. and 8 p.m. with one space between the time and a.m. or p.m.

For promotional and advertising materials, write time without periods, as 8 am and 8 pm.

When referring to midnight, use 12 midnight (not 12 am)

When referring to noon, use 12 noon (not 12 pm)

Write 7-8 pm (not 7:00-8:00 pm);

If one of the times listed is a portion of an hour, i.e., 8:30 pm, then write as 7–8:30 pm.

Currency

Write money as \$5 not \$5.00; but \$5.50, expanded when needed to indicate cents.

Phone Numbers

Write the phone number without parenthesis around the area code.

321-268-6111; not (321) 268-6111

Periods, commas and registration marks

Periods, commas and registration marks ALWAYS go inside quotations marks, whether it's written in a full sentence or a phrase set off with quotes.

Registration marks should always be included in Parrish logos, but not be added to Parrish names in headlines or body copy.

Example:

Parrish Healthcare includes: Parrish Medical Center, Parrish Medical Group and Parrish Health Network working together to improve quality and safety, and lower healthcare costs for everyone.

Parrish Healthcare® includes: Parrish Medical Center®, Parrish Medical Group® and Parrish Health Network® working together to improve quality and safety, and lower healthcare costs for everyone.



Writing Concisely

Remove unnecessary modifiers:

We absolutely guarantee all our services. Her contribution was very crucial to our success.

Don't identify places, books, or objects that are self-evident:

He is from the city of Orlando.

Avoid beginning sentences with unnecessary words:

Examples: actually, frankly, essentially, basically

These words don't add to the sentence.

Use readability statistics in MS Word

Enabling readability statistics in MS Word can help you achieve maximum readership for most office documents. By using simpler (shorter) words, sentences, and paragraphs in an active, rather than passive voice, you can lower the grade level, and thus increase the readability of your text. Writing experts say Grade 9 is optimum for most office correspondence.

How to enable readability statistics in MS Word:

Click the File tab, and then click Options.

Click Proofing.

Under When correcting spelling and grammar in Word, make sure the Check grammar with spelling check box is selected.

Select Show readability statistics.

After you enable this feature, open a file that you want to check, and check the spelling.

When Outlook or Word finishes checking the spelling and grammar, it displays information about the reading level of the document.

Information/copy order

- 1 Put the most important information at the beginning.
- The topic sentence contains the paragraph's main idea and is usually the first sentence.
- All other sentences in the paragraph should support the topic sentence. If they don't, delete them.
- Write for your audience.



Copy Formatting Tips

Underlining:

Do not underline titles, headlines, or subheadlines in Word or PowerPoint.

Bold font:

May be used for headlines, subheadlines or to emphasize words within a document; do not put entire paragraphs in bold font.

Italic font:

Use sparingly for emphasis; use to indicate book, magazine and newspaper titles.

All caps:

There are cases where it may be prudent to use all caps in an email, such as in the subject line of an email: FOR REVIEW - ACTION REQUIRED - CODE GOLD.

Do not use all caps in the body of the email since it is harder to read and is the equivalent of SHOUTING.

Body copy formatting

Use align left in business documents; full justification throws off word spacing and is harder to read.

You can sometimes use Align center for flyers, invitations or special promotions where the body copy is shorter.

Examples:

This text is aligned left and easier on the eyes and mind of the reader. It is the best way to format your document.

This text is justified and harder on the eyes and mind of the reader. It is not the best way to format your document.

Hyphenation

General rules to follow:

Don't hypenate a word unless there are at least three characters left at the end of the line and at the beginning of the next line.

Don't hypenate proper names.

Don't hypenate in headlines and subheads.

As a rule of thumb, see if the word is still easy to understand if you say it out loud with a pause where you are going to break the word.

Check line endings

Check how each line of copy, headlines, subheadlines and body copy, break (return) to the next line.

No widows or orphans

Try not to leave widows (one word left by itself on a line) at the end of a headline, subheadline or paragraph.

No widowed lines—A paragraph-ending line that falls at the beginning of the following page or column, thus separated from the rest of the text.

No orphaned lines—A paragraph-opening line that appears by itself at the bottom of a page or column, thus separated from the rest of the text.

Proofread, run Spell Check

Avoid errors by checking your work.



Writing Consistently

The Associated Press Stylebook and Briefing on Media Law (AP Stylebook) is a grammar style and usage guide created by journalists to standardize mass communication. AP Style (and Parrish Style) are constantly being updated. Most media outlets follow AP Style and so do we with the following exceptions:

Words often used

healthcare

Compound word when used in all instances

care partner/care partners

Always write as two words, use lowercase within a sentence

credentials

MD, DO, PhD (no periods)

caregiver/caregivers

Always write as one word, use lowercase within a sentence

preregistration

No hyphen

multidisciplinary

No hyphen

hospitalwide

No hyphen



Writing Consistently

Consistent, clear writing helps your reader to understand your message more easily.

Commonly misused/misspelled words

it's (contraction of it is)It's going to rain.And its (possessive form of it)The bottle lost its cap.Sorry its so late.

in (indicates location)The doctor walked in to hear the patient's concern.

into (indicates motion)The doctor walked into the room.

their (possessive case of they) ... their home

there (adverb - there as opposed to here)

they're (contraction of they are) They're going over there to pick up their books.

stationery (letterhead)
stationary (standing still)

accept (to receive)I accept your proposal.

except (signifies exclusion)
I accept your proposal, except for provision II.

affect (as a verb means "to influence", used as a noun in psychology to describe an emotion),

effect, used as a noun, means to cause, as a noun, means result)

nauseous (means causing nausea) The nauseous odor ...

nauseated (means experiencing nausea)... patient is nauseated or has nausea.

fewer (use when referring to separate items that can be counted)

less (use when referring to the whole)

farther (refers to distance)

further (describes the extent of action or situation)

If you can substitute "more" or "additional," use further.





Parrish Medical Center Licensing Agreement

Effective Date:	
Termination Date:	
Licensee:	
Business Name:	
Contact:	
Address:	
Phone:	
Fax:	
Email:	

This Agreement (the "Agreement") is made and entered into by and between North Brevard County Hospital District dba Parrish Medical Center (PMC) and the above-referenced Licensee for good and valuable consideration.

1.1 Grant of License.

- (a) PMC grants to Licensee a non-exclusive license from the Effective Date of this Agreement through the Termination Date listed above, to use the trade name(s) and service mark(s) listed in Exhibit 1 (collectively called the "Marks") in connection with providing healthcare services in the field of [INSERT SPECIALTY E.G. CARDIOLOGY/ONCOLOGY, ETC.] (the "Licensed Services") subject to the limitations on use set forth in this Agreement and only under the following conditions:
- **(b)** The Marks may only be used in compliance with the current Brand Book and Communications Guide, which is included as Exhibit 2 and may be changed from time to time by PMC.
- (c) Licensee acknowledges that PMC retains ownership of the Marks, may use the Marks for any purpose, and may license other parties to use the Marks.

1.2 Uses by Licensee's Advertising Agencies.

PMC will permit Licensee's advertising agencies to use the Marks in connection with the promotion and advertising on behalf of Licensee for the term of this Agreement, provided that such agencies (1) comply with the Brand Book and Communications Guide presented in Exhibit 2 and (2) obtain PMC written approval prior to use of the Marks.

1.3 PMC's Ownership.

Licensee acknowledges that PMC is the exclusive owner of the Marks, and agrees to do nothing inconsistent with such ownership. Licensee agrees that the license or use of the Marks does not create any interest or right, express or implied in Licensee except as set forth in this Agreement. Licensee shall not grant, assign, convey, sub-license or transfer any of its rights or obligations hereunder without the written consent of PMC except as expressly permitted by this Agreement.

1.4 Use of Marks.

- (a) Licensee shall faithfully reproduce the Marks as the same may be modified from time to time by PMC in its sole discretion. PMC agrees to give Licensee not less than thirty (30) days' written notice of any modification to the Marks.
- (b) No use of the Marks may be made unless the entire text of each proposed use of the Mark is first submitted to PMC for review, along with samples which are accurate and true representations of the final form of the proposed use of the Mark, and is first "Approved As Is" on the written form that PMC then uses for such purposes, a current version of which is included as Exhibit 3. Once a specific creative execution including the Marks has been so approved, it can be re-used during the term exactly as approved without additional approval. If changes of any kind are made to the content of a creative execution that has been previously approved, it must again be submitted to PMC for review and approval before it is used.
- (c) All Licensed Services advertised by Licensee must include the Marks.
- (d) Apart from the Marks, no other trademark, service mark, or logo may be used in connection with the Licensed Services.(e) PMC shall have the right upon reasonable notice, to have an inquiry conducted by an independent party of Licensee's media schedules, tear sheets, and other information relating to Licensee's use of the Marks, and can itself conduct whatever inquiry it deems appropriate concerning accuracy of Licensee's representations and warranties set forth in this Agreement. Licensee shall fully cooperate with all such inquiries.

1.5 Quality Control

- (a) Licensee acknowledges and is familiar with the high standards, quality, style, and image of Licensor, and Licensee shall, at all times, conduct its business and use the Marks in a manner consistent with these standards, quality, style, and image.
- (b) Licensee shall comply with the specifications, standards, and directions relating to the Licensed Services, as notified in writing by Licensor from time to time.
- (c) In exercising its rights under this Agreement, Licensee shall comply with, and shall ensure that all Licensed Services provided by Licensee comply with all applicable Laws. Licensee shall promptly provide Licensor with copies of all communications with any governmental, regulatory, or industry authority relating to the Mark or the Licensed Services.
- (d) Licensee shall permit, and shall obtain permission for Licensor at all reasonable times to inspect any facility used for providing the Licensed Services to ensure compliance with the quality standards or any other specifications or requirements set forth in this Agreement.
- (e) Licensee shall promptly provide Licensor with details of any complaints it has received relating to the Licensed Services together with reports on the manner in which such complaints are being, or have been, dealt with and shall comply with any reasonable directions given by Licensor in respect thereof.

2.1 Infringement of the Marks.

If any third party's unauthorized or incorrect use of the Marks comes to the attention of Licensee, Licensee shall give PMC prompt notice of all details. Licensee shall cooperate and assist PMC in its investigation and prosecution of any such unauthorized or incorrect use, but shall have no right to commence any action or proceeding concerning infringement of the Marks.

2.2 Indemnity.

Licensee shall indemnify, defend, and hold harmless PMC and its employees with respect to any and all claims, losses, or damages, including reasonable attorneys' fees, that arise from or relate in any way to the acts or omissions of Licensee or its employees, contractors or agents or

Licensee's use of the Marks, provided, however, that Licensee shall have no liability to PMC for any claims arising solely from the acts or omissions of PMC or its employees.

3.1 Term.

This Agreement and the licenses granted hereunder shall be effective as of the Effective Date and shall remain in effect through the Termination Date, unless terminated sooner pursuant to Section 3.2.

3.2 Termination.

- (a) PMC may immediately terminate this Agreement upon written notice provided to the Licensee address provided above in the event of any of the following: (i) Licensee breaches any of its representations and warranties under this Agreement, (ii) PMC has reason to believe that information provided by Licensee is not complete or accurate, (iii) Licensee uses any creative execution of the Marks that has not first been approved in writing by PMC as provided in this Agreement, or (iv) any acts of moral turpitude by the Licensee or other acts which, in the reasonable discretion of PMC, generate adverse publicity which may reflect poorly on PMC and its brand.
- (b) PMC may terminate this Agreement upon written notice provided to the Licensee address provided above if Licensee commits or threatens to commit any other breach of this Agreement unless Licensee withdraws the threat or cures the breach within five (5) days after the date of such notice.
- (c) Licensee shall immediately cease and desist from any use of the Marks and any confusingly similar or conflicting names or Marks after the termination or expiration of Licensee's rights to use the Marks under this Agreement. No refund of any License Fees will be made to Licensee under any event.
- (d) Nothing in this Agreement shall be construed as providing any guarantee that PMC will renew a license to the Marks after the expiration of the term of this agreement.

4.1 Injunctive Relief.

Licensee acknowledges that PMC cannot be adequately compensated in money damages for the consequences of a breach hereof, and agrees that PMC, in addition to its other remedies hereunder in the event of any breach hereof, shall be entitled to seek an order enjoining any further breach hereof.

5.1 Other Matters.

- (a) Entire Agreement. This Agreement constitutes the complete, final and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter hereof and supersedes all prior agreements, understandings, negotiations and discussions of the parties. The provisions and terms of any purchase order or other agreement issued by the Licensee in conjunction with this Agreement shall be of no effect and shall not in any way extend or modify the terms and conditions set forth in this Agreement. If any provision of this Agreement shall be held invalid in a court of law, the remaining provisions shall be construed as if the invalid provision were not included in this Agreement.
- **(b) Assignment.** Neither this Agreement nor the Report may be assigned or otherwise transferred by either party, in whole or in part, without the prior written consent of the other party. Notwithstanding the foregoing, either party may assign this Agreement, in whole or in part, to any affiliate of such party or to any successor by acquisition or merger of such party or

the business operations to which this Agreement relates. The parties' rights and obligations under this Agreement will bind and inure to the benefit of their permitted successors and assigns.

- **(c) Attorney's Fees**. In the event of any legal action to enforce the terms of this contract each party shall bear its own attorney's fees and costs.
- (d) Governing Law. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Florida, excluding any choice-of-law rules that would require the application of the laws of any other jurisdiction. Any legal action will take place in a court of competent jurisdiction in or for the 18th Judicial Circuit in Brevard County, Florida, or the United States District Court for the Middle District of Florida, Orlando Division.
- (e) Modifications. PMC reserves the right to change or modify their Marks at any time. Upon any change or modification to the Marks, the license agreement is automatically terminated.
- **(f) Waiver.** PMC's failure to insist, in one or more instances, upon the performance of any term or terms of this Agreement shall not be construed as a waiver or relinquishment of PMC's right to such performance or the future performance of such term or terms, and Licensee's obligation with respect thereto shall continue in full force and effect.
- (g) Notices. All notices, approvals, demands, or other communications under this Agreement shall be in writing. Notice shall be sufficiently given for all purposes as follows: (i) when personally delivered to the Contact provided in this agreement, notice is effective on delivery; (ii) when mailed certified mail or by an express courier company, return receipt requested, at the address provided in this Agreement notice is effective on receipt, if delivery is confirmed by return receipt or other official proof of delivery; or (iii) when transmitted via facsimile at the number provided in this Agreement, notice is effective on production of a transmission report by the machine which the facsimile was sent which indicates that the facsimile was sent in its entirety to the facsimile number provided in this Agreement, provided that if the facsimile is sent after 4:30 p.m. in the recipient's time zone, notice will not be effective until the next business day. Notices must be addressed to the attention of the Contact provided in this Agreement and delivered to the addresses and facsimile numbers set forth at the top of this Agreement. Either party may change the Contact to whom notices are to be sent as well as its address or facsimile number by giving the other party written notice of the change in any matter permitted by this Agreement. Any correctly addressed notice that is refused, unclaimed, or undeliverable because of an act or omission of the party to be notified shall be deemed effective as of the first date that said written notice was refused, unclaimed, or deemed undeliverable by the postal authorities, messenger, or overnight delivery service.
- **(h) Survival.** Sections 1.1, 1.3, 1.4, 3.1, 3.2, 4.1 and 5.1 shall survive termination of this Agreement.

IN WITNESS WHEREOF, the duly authorized representatives of North Brevard County Hospital District dba Parrish Medical Center and Licensee have executed this Agreement as of the date first set forth above.

Licensee:	
By:	
Title:	
Signature:	
Date:	
	By:

By: Natalie Sellers	
Title: Vice President, Communication, Community & Corporate Services	
Signature:	
Date:	

Include a list of the Marks, which Licensee is entitled to use

Include the Brand Book and Communications Guide

Include the form the licensee must use to obtain permission from PMC to use the Mark in a particular advertisement.

BOARD OF DIRECTORS MEETING – REGULAR MEETING NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING PARRISH MEDICAL CENTER MONDAY, NOVEMBER 4, 2019

Consent Agenda

A. Finance

- 1. To recommend to the Board of Directors to declare the equipment listed in the requests for Disposal of Obsolete or Surplus Property Forms as surplus and obsolete and dispose of same in accordance with FS274.05 and FS274.96.
- 2. To recommend to the Board of Directors to approve the purchase of new Core Network Infrastructure and Voice Infrastructure at a total cost not to exceed \$217,728.56.