

**Minutes of the Regular Meeting of
The VIM Board of Directors
TidePointe Club House
700 TidePointe Way
Hilton Head Island, SC 29928
February 12, 2019**

Present:

Ned Allen, John Anderson, Honorary Board Member Kay Bangs, Tom Brettingen, Joe Buckingham, Morris Campbell, Jim Collett, Dedria Cruden, Ric Gorman, Frederick Hack, Michael Hall, Jim Hicks, Robert Lindsey, DDS, Honorary Board Member Mary Ellen McConnell, Mike Pasquale, Marc Puntereri, Robert Sable, Joe Scodari, Steven Siegelbaum, M.D., Lynn Jennings Taylor and Andi Argast

Ex-Officio:

Ginger Allen, Raymond Cox, MD

Absent:

Randy Light, Linda Meir, Marion Payne, Charles Sampson, Julie Tome, DDS

Index of Motions and Board Vote

- 177 Motion to approve December 11, 2018, Board Regular Meeting Minutes

Board Vote 177

- Resolution Motion: Approval of December 11, 2018, Board Regular Meeting Minutes
- Moved by Marc Puntereri, seconded by Paul Moeri
- Resolution passes: unanimous

Opening Comments:

Board Chair, Jim Collett, called the meeting to order at 1535 and welcomed all attendees. John Anderson read the Mission Statement, and Rob Lindsey read the Vision Statement.

Management and Standing Committee Reports:

Executive Director Report Ray Cox, MD

Dr. Cox provided highlights of the annual South Carolina Free and Charitable Clinic Association Conference held in Charleston. The three-day event covered a variety of topics of mutual interest and concern to the forty-one clinics across the state. Building an emergency preparedness plan, particularly in light of recent weather history, is readily acknowledged as a critically important task that each clinic must address. This includes developing a centralized list of contacts. The impact and cost avoidance of the free clinic network is immeasurable and definitely more than the stereotypical “safety-net”. Data reveals that the *quality of care* provided is as good if not better than federally qualified facilities. Savings to the state are huge (case in point, on a local level, VIM’s cost avoidance of 6-8 million to Hilton Head Hospital). The final day of the conference dealt with OSHA and HIPAA, the latter of which reinforced our need to be more deliberate as we move forward on the issues relating to password security.

Dr. Cox noted an increase in the number of physicians using EMR. Demetra Ladson has been successfully “selling” Dragon (a speech recognition software package). A grant has been submitted to the Community Foundation for additional units.

Development Dedria Cruden, Chair (Please see separate report)

As always, much is happening in the world of Development. Dedria updated the Board on several fundraising events, specifically the upcoming Golf Classic (3/11/19) chaired once again by Tom Brettingen, the Kentucky Derby Party (5/4/19) co-chaired by former VIM Board member Karen Cerrati and Lynn Jennings Taylor, and the Circle of Caring Gala (11/23/19) co-chaired by Kaye Black and Dedria Cruden. High hopes abound for success in each of these events as all three are introducing innovative approaches to fundraising. Passes to this year’s Masters are being raffled at \$50 / raffle ticket and the winner will receive two tickets to the third round plus accommodations the night before. The SERG group is participating in the Companies Who Care effort by underwriting the Derby party, a unique way to raise funds for the dental clinic while fostering awareness of VIM’s vital role in the community. There will be much more on the Gala but, in the meantime, the committee is energized and lead roles have been filled.

Marketing Ric Gorman, Chair

As Ric has stated previously, marketing the clinic “hinges on testimonials” especially in a video format. Ric shared two of these with the Board, and there was unanimous agreement on their effectiveness. WSAV continues to be instrumental in the process of producing a final product(s). Once this is completed, the testimonials will be incorporated into the Facebook campaign and will also be ready for PSA airing on WSAV. Ric explained how targeted groups are identified and how even with careful analysis of any given recipient base, only a tiny fraction of testimonials and other marketing related material will create a scenario in which the ad target makes it to the website. The Facebook outreach requires a very modest outlay of money which Kayla Westerbaan, our resident social media “expert”, will use to cover any expenses involved

concerning this effort. A more substantial amount, \$6,000, has been committed to overall advertising needs for the year.

Following Ric's presentation, there was a general discussion including questions such as: How do we market to new patients? How do we reach out specifically to native islanders? What is the possibility of reaching patient capacity? Dr. Cox and Dedria responded by providing the Board with current process information. As part of our Companies Who Care effort, employers are given brochures to be distributed to their employees. Brochures are in English and Spanish and outline the how-to's to becoming a VIM patient. In addition, when gift certificates are picked up for auction items, information cards.....again with clinic patient basics.....are made available. Dr. Cox noted how the native islander population is shrinking. Per Dr. Cox, we continue to maintain strong ties with the leaders of NIBCAA (Native Island Business and Community Affairs Association) and by so doing remain sensitive to health needs and concerns. Studies have shown that we are hitting approximately 70% of patients in our "market", a statistic that is very revealing and indicative of effective outreach. Regarding capacity, we know that during the economic downturn, patient visits skyrocketed to ~ 35,000 / year. Although the number is less now, it is reassuring to know we still have some stretch ability. We have recently expanded clinic hours to include Monday afternoons in order to better accommodate our patients and provide needed services.

Finance Please see separate report attached

Paul Moeri, Finance Chair, was unable to attend the most recent Finance meeting. Joe Scodari, as a committee member attendee, presented to the Board on Paul's behalf.

Joe thanked Ric Gorman for leading the marketing charge. Per Joe, we are in a very good financial condition and, while we budgeted conservatively, that's not the whole story. We must credit Development and Marketing output for yielding enormous benefits (thus resulting in notable, positive impact on our financial status). In addition, bequests were better than anticipated. The committee hopes to have the 2019-2020 fiscal year budget ready for the April Board meeting.

Process improvements are needed in two specific areas:

- Equity donations / sales. This surfaced as an issue after a stock, unbeknownst to VIM, was received by the Fiduciary Group and subsequently lost value *before* we were notified and it was ultimately sold. A recommended policy change will require immediate communication of stock receipt.....no holding by any party.....and sale the moment it is received by VIM.

- Spending / Purchasing. A well-defined policy is not in place. Consideration should be given to circumstances involving purchasing by both staff and volunteers.

On the subject of large bequests, Fred Hack suggested there is no need for a policy as such. Money should be transferred to the Endowment and, at the end of the fiscal year, the Finance Committee should then determine the best course of action.

Governance and Planning Michael Hall, Chair

Mike advised the Board that G & P continues to build a reserve of very qualified Board candidates for consideration in the future.

(Note: For more information relating to the work underway by Governance and Planning, please see the Minutes from the Executive Committee meeting (2/12/19) that immediately preceded today's session of the full Board.)

Dental Clinic Rob Lindsey, DDS, Dental Clinic Director

Rob was pleased to report that there are practitioners in the pipeline eager to begin work at the clinic once they have secured their licenses. Adding to the pool is always good news. Seven MUSC Dental students....one per week.....are rotating through the clinic. They are a welcomed presence as their impact on staff and volunteers is positive *and*, collectively, they help reduce the appointment wait time. Rob commented on the recent Wexford Foundation visit which went well with encouraging feedback regarding the Dental Clinic's achievements and processes. Lastly, the "Give Kids a Smile" program is scheduled on February 27th at the Children's Center and the 28th at The Boys and Girls Club. It is expected that 200 or so children will be seen at the latter location.

Medical Executive Steven Siegelbaum, MD, Chair (please see separate report)

According to Steve, the VIM-HHI Journal can now be downloaded and can also be accessed via the Board of Directors Portal on the new website. The content is an example of our providers outstanding and ongoing commitment to the clinic as well as their continuing pursuit of knowledge and discovery. The Journal will serve multiple purposes and will be a key communication tool. VIM Volunteer and Board member, Lynn Jennings Taylor's presentation concerning Quality Improvement and Chart Audits was received well by the MEC. As Lynn pointed out, *we* know our care is good but we need to develop a process(es) that demonstrates / confirms high level care to those observers beyond the clinic proper. The Annual Physicians' Meeting is scheduled for March 6th at which time further discussion is planned on quality improvement.

Technology John Anderson, Chair (please see separate report)

John complimented Dr. Cox and Demetra on the rollout of the Dragon dictation software. Although the Technology Committee is there to offer advice, success is dependent upon the degree of management involvement and the ongoing support it (mgmt.) provides during transition. John said, and also emphasized in his written report, there is intense focus on steps to “fix” medical records. Some plans have been abandoned as initial results reveal system flaws while problems associated with other issues will eventually be resolved (i.e. ensuring records are updated properly and secured appropriately, more frequent....every 120 days....password change). Email spoofing is being addressed, and John advised the Board that ongoing security training for staff is a must. Joe Buckingham expressed concern the current Security, Privacy and Employee User Manuals need to be condensed into more manageable documents with tasks that can be realistically completed. It is encouraging to note Progressive Technology (Scott Burns) thinks our “IT health is good”, an especially positive statement considering all that has been tackled recently. Per advice from Joe and John, “we need to remember balancing security with ease of use” cannot be overlooked.

New Business:

Jim Collett introduced discussion on the VIM Institute relocation, an action which has now been confirmed. The Institute will occupy space vacated by NOC (Neighborhood Outreach Connection). Rental charges are yet to be determined. The plan is for grant \$’s to be used for office space improvement. Per Ned Allen, the Institute will be recruiting personnel since no one on the current staff will be moving from the Burlington, VT area to the Lowcountry. Relocation is expected to be completed before June, 2019. Ned and Jim both spoke to the need to establish lines of demarcation between VIM-HHI and the Institute. There should not be overlap in fundraising sources as the Institute, representing eighty-eight clinics countrywide, seeks donors on a national scale and, as such, will not be focusing locally. In addition to fundraising, the Institute helps new clinics launch (long recognized as one of its most fundamental functions) and will be working to maximize.....protect and develop....the VIM brand.

On a somewhat related topic, Ric Gorman asked if it was now appropriate for VIM-HHI to consider a full-time marketing/ communication hire. Although cost concerns were expressed, comments were generally supportive.

Adjournment:

The general session was adjourned at ~ 1655.

EXECUTIVE SESSION:

Additional discussion occurred concerning the idea of a Communication / Marketing professional and methods to cover the expense by adding to staff.

Adjournment

The meeting was adjourned at ~ 1715.

Approved By:

Jim Collett, Board Chair

Respectfully Submitted By:

Andrea J. Argast, Secretary

February 16, 2019