

**WILSON COUNTY MEMORIAL HOSPITAL DISTRICT dba
CONNALLY MEMORIAL MEDICAL CENTER**

LONG RANGE PLANNING COMMITTEE

May 2, 2019

Present: Larry Richardson, Chairman
Tom Miller
Allison Lamberth
Marcelo Laijas
Kay Deagen

Absent: Jeff Jordan
Josh Warner
Grace Perez

Also Present: Bob Gillespie, CEO
Karl Hittle, Endeavor

Call Meeting to Order

Larry Richardson, Committee Chairman, called the meeting to order at 6:00pm.

Roll Call of Board

The Committee Chairman called the roll of the Committee.

Approval of the Long Range Planning Committee Meeting Minutes

Mr. Richardson presented the February 13, 2019 Long Range Planning Committee Meeting Minutes for approval.

Action Taken

Motion made by Allison Lamberth and seconded by Tom Miller to approve the February 13, 2019 meeting minutes. Motion carried.

Citizen Input - None

CEO Update and Comments

Mr. Bob Gillespie commented on the following:

- Met with Physicians to review strategic planning
- Review of the CMMC Service Areas
- Population Growth & Change

- Long Range Planning Committee – 5 Pillars
- Marketing – Tell our Story /Campaign
- Marketing Physicians
- Announce our Distinguish Awards presented to CMMC
- Advertising – Wrap-around Elevators
- Patient Testimonials – Office Room Set-Up
- Marketing with Results
- Reviewed Map Analysis of Service Areas: Market Share: PCP/Specialty/General Surgeon/Urology/ and Pain Mgmt.
- Marketing Campaign: ER
- Strategic Focus – Tracking Progress to Measure Effectiveness and ROI
- Community Engagement
 - Cooking Classes
 - Exercise Programs
 - Community Training
 - Recruitment of Future Team Members
- Technology and Facilities
 - Upgrades for Security
 - Develop Robust Network for the Future
 - Complete Integrations
 - Meaningful Use/Interoperability
 - App Based Advances – Implementation
 - HVAC Replacement Plan
 - MOB Renovations Complete
 - Expand Campuses
 - Hospital Renovations
- Services and Growth
 - Surgery Growth
 - Campus Expansion
 - Mobile Service
- Growth – Mobile Unit
- Financial Strength
 - Maintain 100 days cash on hand
 - 45% debt to asset ratio
 - Meet or exceed budget
 - Negotiate better agreement commercial payers
 - Grant writing expanded

Discussion ensued on the above topics with the Board Committee Members.

Executive Session

The Committee Chairman called for Closed Session.

The Committee Members convened into Closed Session at 7:17pm on 5/2/2019.

Reconvene to Open Session

The Committee Chairman called for Open Session.

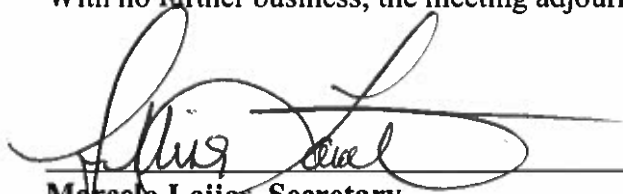
The Committee Members convened into Open Session at 8:33pm on 5/2/2019.

Review, Consider and take Action on Items for the Executive Session

Action Taken

Motion made by Allison Lamberth and seconded by Tom Miller to recommend to the Board approval of the Long Range Strategic Plan as presented. Motion Carried.

With no further business, the meeting adjourned.



Marcelo Laijas, Secretary

