

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

LONG RANGE PLANNING COMMITTEE

July 09, 2024

Present: Larry Richardson, Chairman
Allison Lamberth
Marcelo Laijas
Nick Janysek
Justin Cook
Steve Browning
Randy Bruett

Absent: Don Finley

Also Present: Bob Gillespie, CEO
Kyle Klein, CFO
Gary Williams, CNO
Brandon McDowell, COO
Olivia Flores, Executive Director of Clinic System
Karl Hittle, Endeavor
Katelyn Hogg, Marketing Associate
Kimberly Jones, Executive Assistant

Call Meeting to Order

Larry Richardson, Committee Chairman, called the meeting to order at 5:00 PM.

Pledge of Allegiance / Texas Pledge / Reflection

Roll Call of Board

The Committee Chairman called the roll of the Committee.

Approval of the Long Range Planning Committee Meeting Minutes

Larry Richardson presented the June 9, 2022 Long Range Planning Committee Meeting Minutes for approval.

Action Taken

Motion made by Allison Lamberth and seconded by Marcelo Laijas to approve the June 9, 2022 meeting minutes. Motion carried.

Citizen Input – None

CEO Update and Comments

Bob Gillespie commented on the following:

- Service Area
- Data showing Texas Population Projections
- Data showing Texas Projections in Race, Ethnicity and Age Groups
- Data showing what counties in Texas are showing decrease and increase of growth
- Wilson County Population Projections
- Discussion of the following 6 Pillars

-Quality Services

- Connally Memorial Patient Experience
- Connally Scanning Patient Medications
- The Road to 5 Star

- New Press Ganey Informatics
- Focus Goals each measure

-Marketing and Community Engagement

- Heat Maps
- MRI – Outpatient Market Share
- GI – Outpatient Market Share
- 3D Mammography – 883 Mammogram’s since 2/7/2024
- Mammography –Outpatient Market Share
- Urology – Outpatient Market Share
- Incisive CT System and Angiograms
 - 8539 CT’s since 3/21/2023
 - 223 CT Angiograms since 4/2023
- I Heart Health
- Waiting Room Televisions

Providers, Employees and Services

- Physician Recruitment
 - 1Additional PCP’s
 - 4 Additional Convenient Care PA/NP’s
 - 1 Pain Management Specialist
 - 1 ENT
 - 1 Cardiology NP
- Full Time CMMC Spiritual Care
- Growing our Present/Future Leaders
- Physician Recruitment
 - Orthopedic Surgeon
 - 4 Nurse Practitioner
 - ENT
 - Urology
 - 2 Primary Care Physicians
 - Radiologist or Radiology Solution

-Technology and Facilities

- Upgrades for information Security
 - On-going Cyber Security (central command)
- Meaningful Use/Interoperability - Ongoing
- Infrastructure Improvements
 - Private Fiber
 - Off Site Campuses (La Vernia)
 - SAN
 - AI/Automation Technologies
 - Billing
 - Coding
 - Triaging
 - Laboratory
- Clinic System
 - Healow Online Registration
- Other
 - Nursing Documentation; Completed
 - PDOC, Physician Documentations
 - CPOE, Clinical Physician Order Entry
 - PCM, Physician Case Management

- Rehabilitation Documentation - vetting
- EMR Decision – One system Clinic/Hospital
- Campus Expansion
 - Main Campus Facility – Maximizing
 - Surgical Services
 - 495; update for Specialist, Convenient Care and 2nd ENT
 - 497; update the Rehabilitation space
 - Podiatry, Orthopedic and Rehabilitation Center

-Services and Growth

- Home Health Hospice
 - Provide our own end of life Hospice care in-home and for inpatient
 - Community presence outreach for our Family, Friends and Neighbors
 - No delay in GIP Conversions – General Inpatient Care
 - Quicker local response time to calls
 - Revenue generating for Home Health
- Staffing
 - AI/Automation Technologies
 - Billing
 - Coding
 - Triaging
 - Laboratory
- Clinic System
 - Manage Care Populations- On Going
 - Allergy Clinic

-Financial Strength

- Maintain 100 days cash on hand
 - 194/220
- <45% debt to asset ratio
 - 23.4%/22%
- Exceed Budget
 - By 2.75 Million/585k
- Negotiate Better Agreements with Commercial Payers
 - Started with United
 - Cigna
 - Aetna
- Waystar
 - Electronic Eligibility – Benefits/Co-Pay
 - Claims Professional/Institutional
 - Electronic Payments- 80%
 - Clinic
 - Home Health
 - Hospital
- Denial Dashboard
 - Organizing System Codes
 - Contract Loading
 - Adjustments
 - Patient Denials
 - Denial Dashboard
 - Appeal Dashboard
 - Worklist
- AR Clean-Up –System
- Clean Claims

Strategic Plan Summary

-2025

- Ortho/Rehab Facility Completed
- Denial Management Team
- 495 Refresh
- 2 Primary Care Physician
- Orthopedic Surgeon
- ENT Physician
- Urologist
- 3 NP Primary Care/Convenient Care
- Increase Capabilities Medicare Advantage
- Allergy Clinic
- Home Health – Hospice

-2026

- Primary Care Physician
- Expansion of Services- Specialist
- 495 Revocations
- Surgical Services Expansion

-2027

- 497 Renovations

Discussion ensued on the above topics with the Long Range Planning Committee Members.

Executive Session

The Committee Chairman called for Closed Session.

The Committee Members convened into Closed Session at 5:53 pm on 06/09/2024

Reconvene to Open Session

The Committee Chairman called for Open Session.

The Committee Members convened into Open Session at 6:24 pm on 06/09/2024

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

- b. Section 551.085 Deliberation of Governing Board of Certain Provider of Health Care Services
 - i. Property Acquisition
 - No Action Taken

With no further business, the meeting adjourned.



Justin Cook, Secretary