

Minutes

<p>Valleywise Community Health Centers Governing Council Strategic Planning and Outreach Committee February 14, 2022 3:30 p.m.</p>

Voting Members Present:

Joseph Larios, Committee Chair - *participated remotely*
Terry Benelli, Committee Vice Chair - *participated remotely*
Scott Jacobson, Member - *participated remotely*

Non-Voting Members Present:

Barbara Harding, Chief Executive Officer, Federally Qualified Health Center Clinics - *participated remotely*
Runjhun Nanchal, Senior Vice President, Strategy, Marketing and Communications - *participated remotely*

Non-Voting Members Absent:

Jori Davis, Director, Federally Qualified Health Center Clinics Operations - *participated remotely*

Others/Guest Presenters:

Todd Hanle, Director of Marketing - *participated remotely*
Ijana Harris, Assistant General Counsel - *participated remotely*
Melanie Talbot, Chief Governance Officer - *participated remotely*

Recorded by:

Cassandra Santos, Assistant Clerk - *participated remotely*

Call to Order

Vice Chairman Benelli called the meeting to order at 3:33 p.m. in Chairman Larios' absence.

Roll Call

Ms. Talbot called roll. Following roll call, it was noted that two of the three voting members of the Valleywise Community Health Centers Governing Council's Strategic Planning and Outreach Committee were present, which represented a quorum. Chairman Larios arrived shortly after roll call.

For the benefit of all participants, Ms. Talbot announced the committee members participating remotely.

NOTE: Chairman Larios joined the meeting at 3:34 p.m.

Call to the Public

Chairman Larios called for public comment.

There were no comments.

Valleywise Community Health Centers Governing Council – Strategic Planning and Outreach Committee Meeting Minutes – General Session – February 14, 2022

General Session, Presentation, Discussion and Action:

1. Approval of Consent Agenda:

a. Minutes:

- i. Approve Strategic Planning and Outreach Committee Meeting Minutes Dated December 13, 2021

MOTION: Vice Chairman Benelli moved to approve the consent agenda. Mr. Jacobson seconded.

VOTE: 3 Ayes: Chairman Larios, Vice Chairman Benelli, Mr. Jacobson
0 Nays
Motion passed.

2. Discuss Valleywise Community Health Centers Governing Council's goals, objectives, and resources for diversity, equity, and inclusion

Ms. Harding explained that the annual Uniform Data System (UDS) report identified key population groups, patient demographics, and statistical data. It captured statistics related to diversity, race, ethnicity, and other characteristics of populations served by Valleywise Health. The report was submitted to Health Resources and Services Administration (HRSA) to provide information on the performance, operations, and patient demographics related to the organization.

It was helpful to discuss elements of the calendar year (CY) 2021 UDS report to identify goals, objectives, and resources that supported diversity, equity, and inclusion (DEI).

Ms. Harding spoke about select elements within the report, including unique patient characteristics. Sexual orientation and gender identification (SOGI), race, ethnicity, income, and other demographics were captured within the report. Other information included staffing utilization trends, clinical and financial data, the unduplicated patient count, services rendered, and quality of care indicators.

The committee discussed demographic characteristic trends from CY 2017 to 2021 and volume growth within various populations.

Ms. Harding pointed out statistics related to the number of patients treated that spoke another language other than English and described language services offered at Valleywise Health.

Mr. Jacobson asked if language translators were mobile or stationed at particular facilities.

Ms. Harding explained that language services used a telephonic system and that some cultural health navigators (CHNs) served as on-site interpreters when feasible.

Mr. Jacobson asked which languages spoken by language translators.

Ms. Harding stated that over 50 different languages were translated, including various Afghan dialects such as Farsi. Additionally, interpreters were provided for hearing impaired individuals and families.

Chairman Larios asked if an incentive program existed for employees to learn another language other than English.

Ms. Harding said that incentive was available for employees who received language course certification in another language. However, enrollment decreased during the COVID-19 pandemic and the program was currently being reevaluated by staff.

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General Session, Presentation, Discussion and Action:

2. Discuss Valleywise Community Health Centers Governing Council's goals, objectives, and resources for diversity, equity, and inclusion, cont.

Ms. Harding described the SOGI data collection process which included information related to a patient's sexual orientation, gender identity, and preferred pronouns. The statistics between CY 2017 through CY 2021 demonstrated improvement in collecting the data.

Vice Chairman Benelli asked what attributed to the improvement of SOGI data collection.

Ms. Harding said that a SOGI data collection task team was established to address priorities, create processes, and implement trainings for employees.

She mentioned that Healthcare Equity Index (HEI) status was achieved by Valleywise Health. The HEI survey was a national benchmarking tool that evaluated healthcare facilities on inclusive care for lesbian, gay, bisexual, transgender, queer (LGBTQ) individuals.

Mr. Jacobson commented that gender identity data collection showed substantial improvement over the years, a clear indicator that patients were becoming more comfortable disclosing that information.

The committee compared various statistics related to income levels from CY 2017 to 2021 and discussed the financial assistance and eligibility processes available to patients.

Ms. Harding highlighted the number of unique unduplicated patients served from CY 2017 to 2021. A unique unduplicated patient count meant that each patient was only counted once for a visit regardless of the number of visits they had subsequently during the reported calendar year.

Regarding the unduplicated patient count of 83,659 during CY 2021, Mr. Jacobson asked how many of those patients had additional visits during the reported year.

Ms. Harding did not have the data readily available but would provide it to the committee once obtained.

Ms. Nanchal spoke briefly about internal referrals for specialty care, patient retention, the market share, and appointment scheduling and availability compared to other local Federally Qualified Health Center (FQHC) organizations.

Vice Chairman Benelli mentioned that acquiring new patients and increasing volumes looked promising. She asked what the organization's current market share was.

Ms. Nanchal said the organization had a market share of between two to four percent.

Ms. Harding outlined the provider staffing challenges which attributed to decrease in visits at some of the clinics.

Chairman Larios discussed the LGBTQ patient experience and said it was important that staff be properly trained on equity and inclusivity to appropriately address the unique needs of that population.

Mr. Jacobson brought up his experience working with organizations that advocated for and embraced LGBTQ communities. He said that tackling issues related to DEI should be a sensitive yet systematic approach containing knowledge of vulnerable patient populations.

Chairman Larios commented that LGBTQ cultural competence training would create a more welcoming and affirmative environment. The investment of training would also improve overall health care and social service delivery to LGBTQ patients, therefore decrease health disparities within that population.

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General Session, Presentation, Discussion and Action:

2. Discuss Valleywise Community Health Centers Governing Council's goals, objectives, and resources for diversity, equity, and inclusion, cont.

Ms. Nanchal discussed culturally targeted marketing to vulnerable and underserved communities who were susceptible to poor health outcomes and chronic disease. For example, research showed Hispanic populations were disproportionately affected by diabetes, obesity, and high blood pressure. It was important to create marketing strategies that reached out to vulnerable populations.

Ms. Harding noted that staff was in the process of applying for a specific grant that focused on policy and system change to educate staff about diversity, equity, and inclusion.

The committee discussed workplace culture shift, mutual aid, and community partnerships. They also spoke about creative utilization of resources within various clinics, maximizing clinic space to establish community relationships, meeting the needs of underserved populations, and community-based advisory boards and workshops.

3. Chair and Committee Member Closing Comments/Announcements

Mr. Jacobson said he worked with Mr. Hanle to compose a promotional communication piece regarding the role of the Governing Council as it pertained to the FQHC clinics. He would share the communication with his personal colleagues.

4. Review Staff Assignments

Ms. Talbot reviewed staff assignments and follow up stemming from the meeting. She recapped old business from December 13, 2021.

The committee agreed that assorted items were considered satisfied including the completion of the promotional communication, the DEI item related to the fiscal year (FY) 2022 budget, and completion of a literature (LIT) review.

Adjourn

MOTION: Mr. Jacobson moved to adjourn the February 14, 2022 Valleywise Community Health Centers Governing Council's Strategic Planning and Outreach Committee meeting. Vice Chairman Benelli seconded.

VOTE: 3 Ayes: Chairman Larios, Vice Chairman Benelli, Mr. Jacobson
0 Nays
Motion passed.

Meeting adjourned at 4:52 p.m.

Cassandra Santos
Assistant Clerk