

**GRAYS HARBOR COMMUNITY HOSPITAL
BOARD OF DIRECTORS SPECIAL MEETING
November 14, 2017
4:45p
Conference Room C, West Campus**

COMMISSIONERS PRESENT

Miles Longenbaugh, District 3
Pete Scroggs, At Large
Robert Torgerson, At Large 1
Becky Walsh, District 5
Maryann Welch, District 1

OTHERS PRESENT

Tom Jensen, CEO, GHCH
Joe Vessey, CFO, GHCH
Teresa Ramirez, Executive Assistant, GHCH

Members of the Public

ABSENT

Andrew Bickar, District 4

CALL TO ORDER

President Maryann Welch called the meeting to order at 4:45p.

Absences

Commissioner Bickar provided notice that he would not be in attendance during today's meeting.

Action: A motion was made by Commissioner Torgerson, seconded by Commissioner Longenbaugh, and unanimously carried to approve Commissioner Bickar's absence.

DISCUSSION AND ACTION

Commissioner Welch brought forward Mr. John Farra's passing, and expressed her appreciation of his attendance at every Board meeting and his passion in challenging the Board's thinking on issues. A moment of silence was observed in honor of Mr. Farra.

The special meeting of the Board of Commissioners was convened to discuss Hospital Rebranding.

Public Comment

President Welch opened the meeting to members of the public for comment regarding topics listed on the agenda.

- Dr. Ralph Morris; Dr. Morris brought forward that during his attendance at the recent Medical Staff meeting, concerns were raised about not being well informed nor being included in discussions related to hospital rebranding. Some providers don't understand why it is being considered; although he is beginning to understand that rebranding might be good for the total organization. The medical care provided at GHCH is very solid and this hospital is home to a lot of providers and staff. In the past the hospital's evolution involved staff, physicians, unions, the community, etc., which is memorialized in a plaque erected outside the hospital. Developing an over-arching name that informs the public about all the services offered can be done without changing the specific name of the hospital, for example Multicare owns Tacoma General, yet Tacoma General has retained its name. Dr. Morris indicated that it is questionable about who should really be making the decision to change the name.

- Dr. Ryan Farrer; Dr. Farrer brought forward that he participated on the Rebranding Committee, and shared about changes that have occurred over his tenure as a provider in the community. Currently, a process is underway to transform GH Imaging into a women's center; specialists and subspecialists have come and gone over time; over the years, not only have providers been diversified but also rehab services; the hospital's reach is toward Ocean Shores and up to Elma. Dr. Farrer echoed that communication to medical staff is important, as well as the advertisement of services being provided within the community.
- Jeff Cook; Mr. Cook shared his support of the rebranding efforts. He brought forward that Nancee Long, PR/Marketing Director, gave a presentation to Rotary and shared the rationale behind rebranding. One point that stood out is that some factions of the larger organization didn't realize they were actually part of the hospital itself. Rebranding would help everyone understand they are all part of the system.
- Dr. Juliette Erickson; Dr. Erickson shared her support of Dr. Morris' feedback in terms of creating an over-arching name, while at the same time retaining "Grays Harbor Community" somewhere in the name. Community anxiety exists about changing the name. If GH Community was left in the name, it may smooth over some of the anxiety.

DISCUSSION AND ACTION

Submitting were power point slides on the Hospital Rebranding efforts, which including the following naming options that the Board was asked to narrow down to two options for final employee selection:

- Harbor Regional Health
- Harbor Health System
- Gateway Health System

In addition, submitted was the KXRO Community Poll.

ACTION: A motion was made by Commissioner Torgerson and seconded by Commissioner Walsh to submit (1) Harbor Regional Health and (2) Harbor Health System as the two naming options for employee selection.

- President Welch expressed her support of establishing an overarching name that includes a smaller descriptor of the specific services provided at the specific location. An overarching name may also help employees who do not work directly with patient care to feel more included within the larger system.
- Commissioner Torgerson brought forward that any type of change takes time; however, community members will adjust; for example the change Mark Reed took in being renamed Summit Pacific Medical Center. He also cautioned about the hospital being limited by its name. Commissioner Torgerson shared that he was initially opposed to rebranding; however, over time and after hearing the various discussions, he has changed his perspective. Mr. Torgerson echoed President Welch's statement about employees feeling more connected to the larger system.
- Commissioner Walsh expressed that services are provided throughout the region.
- Commissioner Scroggs felt that adding a descriptor to an overarching name was a good compromise. He also brought forward the importance of marketing the process as Ms. Long has done with Rotary.

- Commissioner Longenbaugh shared that a couple weeks ago Coach, a luxury leather goods company, changed their name to Tapestry because their five year plan is to include more product lines, rather than focusing primarily on handbags. Branching from "Community" to "Regional" encompasses the larger growth picture.

The motion and second to approve (1) Harbor Regional Health and (2) Harbor Health System as the two naming options for employee selection, were carried and unanimously approved.

Public Comment

Have done a cost analysis of rebranding. Directed to speak with Director of Public Relations/Marketing.

ADJOURNMENT

The special meeting was adjourned at 5:09p.

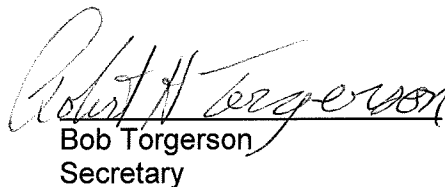
NEXT MEETING

Tuesday, November 28, 2017 at 6:00p in Conference Room C, West Campus.

APPROVED AND ADOPTED THIS 28th day of November, 2017.

ATTEST:


Teresa Ramirez
Recording Secretary


Bob Torgerson
Secretary