1. Meeting Materials

Documents:

SEPTEMBER 28, 2015 BOARD MEETING AGENDA.PDF
SEPTEMBER 28, 2015 BOARD MEETING MINUTES - APPROVED.PDF
SEPTEMBER 28, 2015 BOARD MEETING MINUTES - DRAFT.PDF
Board Meeting
Monday, September 28, 2015

Time: 5:30 P.M. - 7:00 P.M.
Place: The Nathaniel Witherell Board Room

AGENDA

1. Medical Director’s Report – Frank Walsh, MD
2. Review/Approval - Minutes – July 27, 2015 – Chairman
3. Chairman’s Report – David Ormsby
4. Executive Director’s Report – Allen Brown
   a. PowerPoint Presentation – Potential Revenue Opportunities
5. Committee Reports:
   a. Building Committees
      i. TNW Building Committee – Jack Hornak
      ii. TOG Building Committee, Project Renew – Steve Soler
   b. Finance Committee – Lloyd Bankson
6. Friends of Nathaniel Witherell – Karen Sadik-Khan
7. New Business
8. Adjournment

Beverages and light refreshments will be served

The next Board Meeting is scheduled for Monday, October 26, 2015

cc: Town Clerk
Board of Directors Meeting Minutes  
September 28, 2015

Present: David Ormsby, Chairman; Lloyd Bankson; Louise Puschel; Karen Sadik-Khan; Steve Soler

Staff: Christopher Alexander, Director of Financial Operations; Allen Brown, Executive Director; Jack Hornak, Facilities Director; Linda Marini, Admin. Asst.; Scott Neff, FNW Development Director; Frank Walsh, MD, Medical Director; Margaret Wayne, Associate DON

Also: Steve Katz, Commission on Aging; Art Norton, BET

Mr. Ormsby opened the meeting at 5:35 PM in the TNW Board Room.

Medical Director’s Report - presented by Frank Walsh, MD

Dr. Walsh reports that we will begin administering the flu vaccine to residents, staff and volunteers mid to late October. The flu vaccine is generally effective for approximately 6-7 months. In the past several years we’ve seen flu strains active in the months of March and April. By administering in mid/late October, it will help provide immunity into the spring. Staff and volunteers receive their flu shot at no cost to them. Our target is to have every resident immunized and as many staff members as possible. Each year we work to increase the number of staff who receive the vaccine.

Dr. Walsh notes that the Rehab business continues to do extremely well. And, on the long term unit there are only a few specific beds currently available (as always, placement is reliant on many factors, i.e. gender, diagnosis, infection, etc.).

Review/Approval of Minutes of July 27, 2015

After review by the Board, and several modifications noted, a motion to approve the minutes of July 27, 2015 was made, seconded, and the minutes, with said modifications, were adopted unanimously by the Board.
Chairman’s Report – presented by David Ormsby

Mr. Ormsby reports that Dr. Frank A. Ennis’ appointment to the Nathaniel Witherell Board of Directors was approved at the September meeting of the RTM. Dr. Ennis is one of the major admitting physicians to this facility.

The Board voted unanimously in favor of adding Ms. Louise Puschel as a member of the Board Finance Committee.

Through the Town Charter, Nathaniel Witherell is authorized to have 9 Directors. Including the recent addition of Dr. Ennis, we currently have 6 Board members. Mr. Ormsby asks that Board members let him know if they have any ideas about qualifications, characteristics, or skills that they would like to see in a fellow director and he will pass that information on to the Selectmen’s Nominations Advisory Committee.

Mr. Omsby noted that he saw a lot of staff members parking in the front lots when he came to the building today, and questioned why they are not using the employee lot. Mr. Brown explained that all staff members are under the directive to park in the north lot, or, if that’s full, alongside the nursing office area; but, there are not always enough spaces, especially at change of shift. Questions raised were: 1) Can the STEAP Grant funds being used to repave the north lot be used to enlarge the lot? 2) Can we use the old contractor’s lot as parking now that Project Renew is over? 3) Can some of the property between TNW and Parsonage Cottage be re-purposed as parking area? More research will be needed to this point.

Mr. Bankson requested that Mr. Ormsby compose a resolution from the Board of Director’s commemorating Mr. Thomas Saccardi’s service to the TNW Board. Mr. Ormsby and the Board are in agreement with Mr. Bankson’s suggestion.

Executive Director’s Report – presented by Allen Brown

1. Website Redesign – Working along with Mr. Neff, FNW, and with help from Mr. Jim Latham, TOG Purchasing, and Mr. Tom Klein, TOG IT, a website RFP was issued in early summer. Harrison Edwards, Public Relations firm employed by FNW/TNW, also made helpful contributions to the development of the RFP. Messrs. Brown and Neff, and Ms. Sadik-Khan are rating the proposals (14 in total) and will narrow the candidates to the ‘top 5’ by the end of the week. All proposals came in at just under $30K, which is the budget for the project, to be shared by TNW and FNW.

2. Rehab MDS Coordinator – Elizabeth Mungai has accepted the position and will begin her employment on October 13th.

3. DSS/Medicaid Rate – We received our rate letter last week from DSS for Fiscal 15/16. TNW’s new per diem, retro-effective to July 1, 2015 is $266.34, a $13.11 increase over last year’s rate of $253.23. An additional wage adjustment enacted by the Legislature as part of the state’s fiscal 15/16 budget is anticipated, but we’ve not yet been notified of that amount. This amount will be retro-effective to 7/1/15 as well.
Executive Director’s Report – (cont’d)

4. 5 Star Rating – For the Board’s review, Mr. Brown attached a copy of the 5 star rating analysis report that was performed by LeadingAge, the national trade association representing TNW and 100+ non-profit senior service providers in CT.

Presentation

Mr. Brown gave a presentation entitled “Senior Health Care Services, Post Acute Care, Potential Revenue Opportunities”. A copy of the PowerPoint slides is attached to these minutes.

Discussion points following presentation:

- What can we do here at TNW to maintain/continue or improve our census? Do we focus on dementia, Alzheimer’s, or perhaps another component of the continuum of care, in order to create a proper balance and get the most return?
- A huge selling point of our facility is its ‘premium’ level staff
- What is the mix of services we can provide to our marketplace to the largest return?
- How do we define the right public relations group that not only deals with our communication strategy, but can relay that communication to a marketing entity?
- We have ignored the long term public space for too long – we need to make these spaces more than desirable to attract clients.
- Can we compete in the home care market? Can we expand our outpatient rehab business? Do we have the physical space available?
- Concerning short-term rehab – would it be cost effective to re-negotiate the existing contract? Do we move toward an in-house therapy department?

Friends of Nathaniel Witherell - presented by Scott Neff & Louise Puschel

Mr. Neff reports that the annual golf event was a big success; a day of great golf and great weather. Although there were fewer golfers than last year, our net revenue for the event exceeded the previous years’.

Mr. Neff reminds every one of the October 15th luncheon, with guest speaker Jane Brody, Personal Health columnist for the New York Times, being held at the Round Hill Club. The response has been extremely good thus far and he anticipates a ‘sold out’ event.
**Town Building Committee, Project Renew – presented by Steve Soler**

Mr. Soler reports that they are waiting for a grant reimbursement to come through from the state and then the committee will come to an official close.

Mr. Neff expresses his concern regarding the delay in the completion of the Friendship Garden. Aware that the next step is the deck, and that a contractor has been selected, Mr. Neff’s concern is for the donors who contributed funds to the Garden project; its completion has gone far beyond the projected date. Mr. Hornak reports that the contractor insurance requirements are being reviewed by TOG Legal. Once approved, the contractor can move forward immediately.

As part of our continuing efforts to research ways to improve our business plan, Mr. Soler would like to engage members of a Columbia Graduate University, Mailman School of Public Health, consulting workshop, whose members are Master’s degree candidates in their second year. A team would come in, analyze existing operations, and advise us on a strategic plan and give us ideas on how to “re-program” our facility to ‘make it work better’.

**Finance Committee Report - presented by Lloyd Bankson**

Mr. Bankson reports that Mr. Alexander and the whole TNW team has done a good job on Expenses, turning it around very positively from last month. Mr. Alexander states that this is one area that we can control, and he has been working with each department head individually, as necessary.

With regard to attaining segmented profit analysis on therapies from Select Rehab, Mr. Alexander states that they have started to take the information they already get from Select, and request more information where there may be confusion or deficiencies. He believes it will show profitability to be more reliant on the payor than on the therapy type. Rehab will need to be expanded and more than likely the analysis will show that expansion is needed in the physical therapy area.

**New Business** - No new business.

The meeting was adjourned at 8:01 PM.

*These minutes were approved at the October 26, 2015 meeting of The Nathaniel Witherell Board of Directors.*
Board of Directors Meeting Minutes  
September 28, 2015

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