



## Board Members

- John Friel (Chair)
- Dr. Katherine (Katie) Gabriel-Cox
- Dr. Joe Gallagher
- Jose A. (Tony) Nuñez
- Marcus Pimentel

## Special Meeting Agenda

Zoom: <https://us06web.zoom.us/j/88154307137>

Phone: +1 669 900 9128 WEBINAR ID: 934 4306 1917

**Friday, June 23, 2023-1:00 pm**

75 Nielson Street, Watsonville, CA 95076- Administrative Boardroom

**Agenda documents** are available for review in person at Watsonville Community Hospital, 75 Nielson Street, Hospital Main Lobby-Visitors Desk; and electronically on the Pajaro Valley Healthcare District's website, at: [PVHCDHC.ORG](http://PVHCDHC.ORG). To view online, visit the Board's website at: [PVHCDHC.ORG](http://PVHCDHC.ORG) and select the meeting date to view the agenda and supporting documents. Written comments on agenda items may also be submitted to the Board by email or US Mail. Comments received after 4 p.m. on the day of the meeting and before the end of the meeting will be included in the official record.

**Email:** [info@pvhcd.org](mailto:info@pvhcd.org)

- Emailed documents may take up to 24 hours to be posted
- Please include the agenda item number

**U.S. Mail:**

PVHCD Board of Directors  
75 Nielson Street  
Watsonville, CA 95076

For additional information, call 831.763.6040 or email [info@pvhcd.org](mailto:info@pvhcd.org)

### ACCOMMODATIONS FOR PERSONS WITH DISABILITIES

The Pajaro Valley Health Care District Hospital Corporation does not discriminate on the basis of disability, and no person shall, by reason of a disability, be denied the benefits of its services, programs, or activities. If you are a person with a disability and wish to participate in the meeting and require special assistance in order to participate, please call

(831)763-6040 or email [info@pvhcd.org](mailto:info@pvhcd.org) at least three business days in advance of the meeting to make arrangements. Persons with disabilities may request a copy of the agenda in an alternative format.

### TRANSLATION SERVICES/SERVICIOS DE TRADUCCIÓN

Spanish language translation is available on an as needed basis. Please make advance arrangements at least three business days before the meeting at by calling at (831) 763.6040 or by emailing at [info@pvhcd.org](mailto:info@pvhcd.org)

Las sesiones de la Mesa Directiva pueden ser traducidas del inglés al español y del español al inglés. Por favor llame por lo menos tres días hábiles antes de la junta al (831) 763.6040 o envíe un correo electrónico a [info@pvhcd.org](mailto:info@pvhcd.org) para solicitar interpretación.

Pajaro Valley Health Care District Hospital Corporation (PVHCDHC)

**Pajaro Valley Health Care District Hospital Corporation  
Special Meeting Agenda- June 23, 2023**

**Call to Order**

**Roll Call**

**Public Comment on Matters on Agenda**

**Discussion**

**1. Watsonville Community Hospital Strategic Plan Update**

**Recommendation:** Provide Chartis with 1) input on draft mission, vision and values statement; 2) validation on strategic priorities and tactics; and 3) feedback on clinical, financial and operational impact of strategies and tactics.

**Contact:** Matko Vranjes, Interim Chief Executive Officer

**Adjournment**

This agenda was posted in accordance with the California Brown Act. Any materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet will be made available to the public in accordance with Government Section 54957.5.



## Board Report

**Meeting Date:** June 23, 2022

**Report Type:** Discussion

**Title:** Watsonville Community Hospital (WCH) Strategic Plan Update

**Recommendation:** Provide Chartis with 1) input on draft mission, vision and values statement; 2) validation on strategic priorities and tactics; and 3) feedback on clinical, financial and operational impact of strategies and tactics.

**Contact:** Matko Vranjes, Interim Chief Executive Officer (CEO)

### **Background:**

The Pajaro Valley Health Care District (PVHCD) Hospital Board of Directors passed **Motion No. 011-2023** on January 20, 2023, a) approving the proposed engagement agreement with the Chartis Group for strategic planning; and b) directing the CEO to negotiate all possible cost savings with the vendor and request the Hospital Foundation to add Strategic Planning contract funding to their initiatives. Chartis will facilitate a strategic planning process including this workshop that elevates the hospital and healthcare district's health equity impact and preserves access to quality services for the community under a financially sustainable trajectory. The primary deliverable from this project will be a three-to-five-year strategic plan for Watsonville Community Hospital with the Pajaro Valley Health Care District's overall objectives and needs in mind. The strategic plan will include a clear articulation of organizational goals and metrics by which success will be defined.

Over the past months, Chartis has conducted one-on-one interviews with approximately 20 PVHCD Board members, WCH leaders, and community stakeholders to best understand strengths, needs, and opportunities, how they would like to see the organizations evolve, and what existing barriers may impact the success of this work. Chartis fielded an online survey in English and Spanish to identify themes, sentiments, and ideas that would inform WCH's new mission, vision and values, and received over 200 responses from employees and community members.

Chartis developed a current state assessment, synthesizing data about the PVHCD community, WCH, and regional health systems to allow WCH and PVHCD to articulate its desired role in the regional health care ecosystem, requirements for success and identify strategic implications.

Chartis used these sources of input to draft mission, vision, and value statements and developed strategies and tactics to prioritize and structure the organization's goals. These strategies and tactics inform the proposed clinical, financial, and operational impact over the next five years.