



2022 Press Ganey Guardian of Excellence Award Winner  
2022 Press Ganey Pinnacle of Excellence Award Winner

**SOUTHERN MONO HEALTHCARE DISTRICT  
FEBRUARY 2023 STRATEGIC PLANNING CONFERENCE MINUTES**

**Date:** February 16, 2023

**Location:** The Village Lodge, Emerald Room  
1111 Forest Trail, Mammoth Lakes, CA 93546  
Teams

**Attendance of Board Members:** Laurey Carlson, Chair; Joanne Hunt, Vice Chair; Alec Clowes, Treasurer; Yuri Parisky, M.D., Secretary; Ryan Wood, Member at Large.

**Attendance of Staff Members:** Tom Parker, Chief Executive Officer; Melanie Van Winkle, Chief Financial Officer; Caitlin Crunk, Chief Nursing Officer; Mark Lind, Chief Operating Officer; Lindsey Sarullo, Legal Counsel; Sarah Rea, Recording Secretary; Don Harrell, M.D.; Chris Hummel, M.D.; Christopher Ward, M.D.; Mike Karch, M.D.; Jacob Eide, Psy.D.; Gardiner Miller; Sarah Vigilante, Lenna Monte, Zack Brown.

**Attendance of Guests:** Gary Myers, Mammoth Hospital Foundation Board Chair; Jeffrey Moser, Sg2 Consulting; Cory Jones, Sg2 Consulting.

**I. CALL TO ORDER**

The meeting was called to order at 8:10 a.m.

**II. PLEDGE ALLEGIANCE TO THE FLAG AND READING OF THE SMHD VISION, MISSION AND VALUES**

The meeting opened with the Pledge of Allegiance to the Flag led by Laurey Carlson and the reading of the SMHD Mission, Vision & Values.

**III. PUBLIC COMMENTS**

There were no public comments.

**IV. STRATEGIC PLANNING CONFERENCE, FACILITATED BY JEFFREY MOSER AND CORY JONES, SG2 CONSULTANTS**

8:00-8:45 Update on Current Strategic Plan Status – Tom Parker, CEO

Tom Parker, Chief Executive Officer, gave an update on the current strategic plan status. No action needed.

8:45-9:15 Community Health Needs Assessment, Caitlin Crunk, CNO

Caitlin Crunk, Chief Nursing Officer, gave an update on the Community Health Needs Assessment. No action needed.

9:15-10:15 Industry Overview [Part 1], Jeff Moser, Sg2  
Key Focus- Strategic Focus Areas Part 1

Jeff Moser, Principal, Sg2, gave an industry overview with a focus on trends and implications for 2023. No action needed.

10:15- 10:30 Break

10:30- 11:30 Industry Overview [Part 2], Jeff Moser and Cory Jones, Sg2  
Key Focus- Strategic Focus Areas Part 2

Jeff Moser and Cory Jones, Sg2, gave an industry overview following a break from the attendees. No action needed.

11:30-12:00 Lunch

12:00-1:30 Break Out Session #1: Strategic Focus Statements

Key Focus: Each group will identify up to 4 strategies in their assigned Strategic Focus Area and optionally up to two strategies in another strategic focus area(s) [maximum total of six]

- High reliability and quality outcome
- Growth and capacity
- Financial viability
- Customer experience and relationships
- Population health and wellness
- Physician and staff retention

The conference attendees broke into six groups: 1. High Reliability and Quality Outcomes; 2. Growth and Capacity; 3. Financial Viability; 4. Customer Experience and Relationships; 5. Population Health and Wellness; 6. Physician and Staff Retention. The attendees reported out on the proposed strategies that their groups identified. No action taken.

1:30-3:00: Break Out Session #2: How Do We Measure Success?

Key focus: Each breakout group will continue to delve into their group's strategic area determining appropriate metrics for success and metric goals for monitoring progress.

Groups were asked to come up with metrics to measure success of strategies and metric goals for monitoring progress. The groups reported out on the metrics their groups developed. No action taken.

3:00: Final Thoughts/Closing Comments, Tom Parker, CEO

Tom Parker thanked the attendees for their participation in the conference. The draft Strategic Plan will be discussed at the March Board of Directors meeting to finalize the plan.

**V. PUBLIC COMMENTS**

There were no additional public comments.

**VI. FUTURE BUSINESS**

The next Regular meeting will take place on March 16, 2023 in Conference Rooms A&B at Mammoth Hospital and on Teams.

**ADJOURN**

There being no further business, the meeting adjourned at 3:05 p.m.