

The Three Rivers Hospital Board of Commissioners called a special meeting to order at 11:15 a.m. Tuesday, November 15, 2022. The meeting was held in the McKinley Building Conference Room at 507 Hospital Way, Brewster WA 98812 and virtually via the Microsoft Teams platform. The presiding officer was Mike Pruett, Chair.

A quorum was present, including:

Mike Pruett, Chair  
Cherri Thomas, Vice Chair  
Leslie McNamara, Secretary  
Tracy Shrable, Member  
David Garcia, Member

Others present:

J. Scott Graham, Chief Executive Officer  
Tina Smith, Chief Nursing Officer  
Jennifer Munson, Chief Financial Officer  
Anita Fisk, Human Resources Director  
Shauna Field, Administrative Assistant  
Jennifer Best, Business Development Coordinator  
Jamie Boyer, Clinic Manager  
German Meza, Quality Director  
Rosie Hartmann, Revenue Cycle Director  
Jeremy Vandelac, Ancillary Manager

### **Vision, Mission & Values**

All took turns reading the vision, mission, and values statements.

### **Agenda**

A motion was made by C. Thomas to accept the agenda as official; seconded by T. Shrable. Motion carried.

### **Discussion: 2023 Strategy for Marketing**

**Community Messaging** – Discussion was held on ways to improve our messaging, inform the district about our services, the quality of our physicians, and our culture. Our hospital has been serving the district since 1949, our staff have strong connections to the community, and we consistently receive positive feedback on our care and providers, but our volumes have decreased since the loss of OB services. A lack of amenities in the area, location, and “small town vs city” stereotype creates barriers, as well as a lack of referrals from primary care providers. Family Health Centers and Confluence are referring primarily to Omak and Wenatchee, but we can provide local healthcare and ancillary services. The group discussed using informational welcome and discharge packets and the newsletter to educate patients that they can ask their primary care provider to refer to us to avoid long distance travel. The focus of our message should be on our great providers and high-quality care in a close to home, community oriented hospital.

---

**Community Outreach** – The upper Methow area, our Hispanic community, and building our relationships with other facilities were identified as needing more attention and outreach. Marketing survey results have shown that most patients hear about us through word of mouth and employee referrals. Discussion included:

- Improving customer service
- Improving wayfinding signage and check in processes
- Adding lab draw services to the clinic
- Education and seasonal reminders for preventative care
- Health classes on diabetes
- Offering ortho services in the Methow
- Face to face presence at community events for the schools, boys and girls clubs, sporting events, and farmer markets
- Periodic mailers in addition to the newsletter
- Radio ads and interviews featuring providers and board members on the local Hispanic radio programs
- Inviting community members to a patient advisory/feedback committee
- Promoting our access of care and ER
- Utilizing employees as ambassadors and advocates
- Gathering patient testimonials
- Posting ER and clinic walk-in wait times on our website

**Break**

A twenty-minute break was held between 12:50 p.m. – 1:11 p.m.

**Newsletter** – The newsletter will be reduced to twice a year with an issue released in the spring and fall. The focus will be on financials, patients and testimonials, providers, and services and will include messages from the CEO and Board. The board members will review the examples of other local newsletters provided at the meeting and send any further feedback to J. Best.

**Social Media** – The board members would like to focus more on service and provider driven information on our social media websites. There are concerns that posting too many candid photos of staff events and departmental recognition might impact our reputation and give the wrong impression to the community.

**Adjournment**

A motion was made by L. McNamara to adjourn the meeting at 1:43 p.m.; seconded by C. Thomas.  
Motion carried.

---

Mike Pruett, Board Chair

---

Cherri Thomas, Board Vice Chair

---

Leslie McNamara, Board Secretary

---

Tracy Shrable, Board Member

---

David Garcia, Board Member