

**GCHC BOARD OF DIRECTORS**

*Friday, June 28, 2024*

*1:00 pm*

*Genesee Community Health Center Via Zoom/In Person CCIS*

*Board Members Present via Zoom:* Claudnyse Holloman, Angela Essenburg, Jorain Hardman, Elizabeth Rushing, Autumn Bagley, and Tabitha Neff,

*Board Members Present:* Michael Wright, Steve Schwartz, and Bonita Thomas,

*Staff Members Present:* Jean Troop, Executive Director. Glen Chipman, CFO, Karen Hillman, Admin Assistant, and Sandy Sweet, Accounting Manager

*Excused/Absent:*

*Guest: Erin, Townsquare Marketing*

*Staff*: JuWanda Vinson, Recording Secretary.

**Meeting was called to order at 1:00p.m. by Chair, Claudnyse Holloman.**

1. **Adoption of Agenda**

M. Wright moved to accept the agenda, supported by S. Schwartz. *Motion carried.*

1. **Roll Call**

The Chair called for a roll call, all present, absent and excused noted.

1. **Public Participation** None

# 4. Approval of May 31, 2024, Board Minutes

**M. Wright moved to approve the May 31, 2024 minutes, supported by J. Hardman *Motion carried.***

# 5. Marketing/Outreach Presentation

Erin, Townsquare Marketing presented a recap of the marketing and outreach campaign for the last 30 days. The goal was to increase brand awareness and the number of patients seen at GCHC. Data supports an increase in patient count from month to month. Discussion on the types of marketing completed and targeted audiences. It was worthy to note the marketing and outreach campaign went live on August 6, 2023. Further discussion by the board on looking at more conventional marketing by way of mailers, billboards, and local television station commercials.

Action Item: Add Marketing discussion to next meeting’s agenda.

# 6. FY24 October 2023-September 2024 Financial Packets (complete packet on file with minutes)

**a. May 2024 Financial packet**

G. Chipman reviewed the May financial packet, which was discussed in detail. Total revenue for May was $536,986 compared to the budget of $556,050. Total expenses for May were $531,152 compared to the budget of $550,133. The balance sheet shows good net position.

The Cost, Reimbursement & Productivity Statistics page was reviewed and discussed in detail. The unique Patient Count was 155 for May compared to the budget of 200. The Medicaid eligible encounters were 992 compared to the budget of 1,318. The total \cost per encounter was $310 compared to the budget of $321. The cost per encounter varies due to costs and total encounters. Discussion regarding patient counts, opportunities to increase awareness and encounter counts as well as the change in payer mix.

Reconciliation of Wrap Advance Payments in Deferred Revenue sheet was reviewed and discussed.

Financials for the Burton location were reviewed and discussed.

**M. Wright moved to approve the May 2024 Finance Committee minutes, supported by J. Hardman. *Motion carries.***

# 7. Quality and Safety Summary

The May 2024 Quality Committee meeting minutes were discussed in detail. Peer Review and Patient Satisfaction Survey summaries were discussed. There were two polices included which were reviewed for approval: Clinical Provider Peer Review Policy and Standards of Care Policy.

**M. Wright moved to approve the May 2024 Quality Committee minutes and the policies Clinical Provider Peer Review and Standards of Care, supported by**

**B. Thomas. *Motion carries.***

# 8. Personnel Committee

S, Schwartz noted the committee has not met since April. This committee only meets quarterly. T. Neff requested to join the committee.

**9. Strategic Planning Committee**

Committee Chairperson will work with the Executive Director on planning.

# 10. Executive Director’s Report

Applied for HRSA Behavioral Health Expansion Grant funding for $600,000 in the first year and $500,000 the following year. Should receive notification sometime in August. Grant start date is September 1, 2024. As noted before, this would allow us to increase behavioral health services.

J. Troop introduced K.Hillman as the new Administrative Assistant.

J. Troop noted the State of Michigan passed the budget and within the allocations, there was an increase in funding for FQHC’s. We will work closely with MPCA to see how that increase will affect GCHC.

The subscription with Townsquare Media ends July 31. Will explore other marketing and outreach opportunities as discussed.

Several community events planned during Health Center week in August. Planning to have the annual Patient Appreciation Day “street party” on Mason Street on August 7th from 12:00pm to 3pm. We do plan to have some back to school giveaways.

Action Item: Board Members will work with Jean to come up with a list of back-to-school supplies for giveaways.

Develop a plan to work with legislators to secure funding for GCHC.

**11. OSV!**

Discussion regarding the announcement on the State increase for FQHC’s in budget appropriation and how that might influence our PPS rate. Discussed how the PPS rate affects the Medicaid encounter revenue and tied that back to the productively and Stats page and cost per encounter. If the PPS rate increases, this increases revenue and how the number of Medicaid encounters affects that. Noting that our PPS rate encompasses all services a patient receives in the office from the front desk all the way through the visit, which includes any transportation, interpretation and lab needs.

# 12. Adjourn

The meeting adjourned at 2:15 pm

**S. Schwartz moved to adjourn, supported by M. Wright. *Motion carried.***

*Respectfully submitted by JuWanda Vinson*, Administrative Assistant

X

C. Holloman, Chair, Board of Directors, Genesee Community Health Center