

MORENO MEDICAL CENTER EMAIL RECORD

Date: 6/11/13

From: Kristina Crolley, CEO/President <kristina.crolley@mmc.net>

To: Trudy Boose, Director of Occupational Health Services <trudy.boose@mmc.net>

Cc: Kristopher Glimpse, Director of Research <kristopher.glimpse@mmc.net>

Re: Community Health Promotion Program Chairperson

Trudy,

On behalf of the leadership committee, we have reviewed your proposal for MMC to take a more active role in meeting the needs of the community, which aligns with our shared vision for a healthy community. Based on leadership consensus, you are the best choice as the chairperson for our Community Health Promotion Program Committee and MMC spokesperson for the Healthy People 2020 programs and initiatives. We realize you already chair, as well as serve on, a number of state, county, and local committees to promote a healthy community, but we hope that you will accept this opportunity as well.

As you have enlightened leadership and me, there is a strong need for Moreno Medical Center to play an active role in providing leadership and resources to community initiatives with local employers, which include the city, county, and community agencies with similar visions for a healthy community.

We understand that the OHS department is currently able to generate revenue, in its department and for other departments, by offering services that employers need and are purchasing from MMC. This is in terms of what they need for their employees as part of their health promotion program offerings, and sharing of resources to offer programs through the county recreation centers to the community.

We see our expanded involvement in alignment with the MMC mission, vision, and strategic planning approach for meeting the needs of the community. We agree with your recommendation that we use a strategic planning approach for program development, implementation, monitoring, and evaluation. While there is not currently a budget allocated for this endeavor, we do feel that MMC would be willing to allocate \$10,000 from our marketing and public relations budget in the first year, and up to \$25,000 in the second and future years, with a proposal required in the first and future years when we are completing the budget review for the upcoming year.

I have indicated to Kristopher Glimpse, the Director of Research, that you will advise him each year of your involvement in any programs whereby you or others will be collecting and using data for reports to ensure that participant confidentiality is protected. Please contact him to

discuss these expectations. We will also have a presentation at our next Directors meeting on the difference between a program that is part of a research study and one that is not. This should be very informative.

The first year focus, as you recommended, would be on health promotion programs and initiatives that emphasize prevention of conditions, such as obesity, that lead to diabetes and heart disease.

As discussed, OHS would continue to look for opportunities to market to and generate revenue from area employers and program participants for current MMC services that are linked to health risk reduction, condition and disease prevention, early diagnoses, and disease management.

Sincerely,

Kristina Crolley

Kristina Crolley, CEO/President
Moreno Medical Center