



**RICHMOND AMBULANCE AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
AUGUST 20, 2019**

Present: Elizabeth Matish, Chairperson
Jeffrey Odell, Vice Chairman (*via telephone; see note below**)
Richard Bennett, M.D., Secretary
Joseph Boatwright, III, M.D., Director
DeWitt ("Weet") Baldwin, III, Director
Selena Cuffee-Glenn, Director
Julia Hammond, Director (*via telephone*)
Michael Kelly, M.D., Director
Councilwoman Kristen Larson, Director
John Wack, Director

Absent: Matthew Conrad, Treasurer

Counsel: Jonathan Joseph, Esq., Christian & Barton

Staff: Chip Decker, Chief Executive Officer
Joseph Ornato, M.D., Operational Medical Director
Terone Green, Chief Administrative Officer
Wayne Harbour, Chief Clinical Officer
Michael Colman, Chief Operating Officer
Mark Tenia, Public Relations/Media Manager
Laura Bickham, Senior Executive Assistant and Assistant Secretary to the Board of Directors

**Note: Pursuant to RAA's policy for the remote participation in meetings, Jeffrey Odell listened to the meeting as he was not eligible to participate.*



I. CALL MEETING TO ORDER

Beth Matish called the meeting to order at 8:05 a.m.

Note: The meeting minutes follow the order of business and not the agenda.

Motion: To allow Jeff Odell and Julia Hammond to participate remotely in the August 20, 2019 meeting of the Board of Directors.

Made By: Richard Bennett

Seconded: Weet Baldwin

Discussion: Beth Matish announced Jeff Odell and Julia Hammond had called into today's meeting. Richard Bennett then requested Jeff Odell and Julia Hammond, in accordance with Board policy, to announce their names, current locations, and the specific reasons for the request to join the meeting remotely. Jeff Odell stated his name and advised he was currently out of town. He then provided the address of his location. Julia Hammond stated her name and advised she was at home with her sick child.

Motion Passed: The votes were recorded as follows:

Ayes:

Richard Bennett
Weet Baldwin
Beth Matish
Joseph Boatwright
Kristen Larson
John Wack

Nays:

None

II. APPROVAL OF MINUTES – May 21, 2019

Motion: To approve the May 21, 2019 meeting minutes.

Made By: Weet Baldwin

Seconded: Richard Bennett

Discussion: None

Motion Passed: The votes were recorded as follows:

Ayes:

Weet Baldwin
Richard Bennett
Beth Matish
Joseph Boatwright
Julia Hammond
Kristen Larson
John Wack

Nays:

None

III. NEW BUSINESS

A. EMS Uniforms Procurement

Motion: To authorize the CEO to issue the Invitation for Bid (IFB) for EMS uniforms.

Made By: Richard Bennett

Seconded: Kristen Larson

Discussion: It is time to issue an IFB for EMS uniforms for field and management staff. Chip Decker explained the difference between an RFP and an IFB. While IFB's are awarded solely based on price, RAA writes IFB's to include the necessary language to assure quality and bidders are required to meet those specific requirements. The last time an IFB for uniforms was issued was in 2016. The contract was for one year, with the option to renew for two additional years, so the current contract will expire this November.

Motion Passed: The votes were recorded as follows:

Ayes:

Richard Bennett
Kristen Larson
Beth Matish
Weet Baldwin
Joseph Boatwright
Julia Hammond
John Wack

Nays:

None

B. Social Media Policies

- i. Replacement of the Existing Employee Social Media Policy
- ii. Adoption of a Social Media Engagement Policy

Motion: To approve the replacement of the existing Employee Social Media Policy and to adopt the Social Media Engagement Policy as presented.

Made By: Richard Bennett

Seconded: Weet Baldwin

Discussion: Chip Decker recalled the instrumental part Joseph McMenamin played in helping develop RAA's first social media policy back in 2012. He stated social media has changed significantly over the years, commenting it has become more robust as well as more problematic. He explained social media "trolling," which is defined as creating discord on the internet by intentionally starting disagreements or upsetting people by posting inflammatory or off-topic messages in an online community. Basically, a social media troll is someone who purposely says something controversial in order to get a rise out of other users. As a public governmental agency, RAA must be mindful of people's freedom of speech, however, having current policies in place will allow RAA's Public Relations/Media Manager, Mark

Tenia, to better manage interaction and communication about the content posted on RAA's social media accounts as well as provide RAA employees with clear guidelines on their use of social media to help minimize any risk to RAA and themselves. Beth Matish advised HCA established a social media page to communicate a "thumbs up," or remind staff to "remember to thank someone," etc. She commented how it was highly unlikely people were not using social media during work hours, to which Richard Bennett commented that as soon as a healthcare provider's uniform was put on, even when off duty, the appearance projected is that you are working. Should someone in uniform need to use their phone, it is expected they are doing so in a discreet location not seen by the public.

Chip Decker reported outside counsel provided the replacement policy for the workplace and made recommendations for the public comment policy. Legal counsel's feedback was to limit and reduce RAA's exposure, however Chip Decker explained it was his position there are some things that need to be provided in the form of a policy to better allow RAA to control the use of social media. The Personnel Committee also received both policies and recommends Board approval. Weet Baldwin concurred, commenting he felt both policies were well written.

Motion Passed: The votes were recorded as follows:

<u>Ayes:</u>	<u>Nays:</u>
Richard Bennett	None
Weet Baldwin	
Beth Matish	
Joseph Boatwright	
Selena Cuffee-Glenn	
Julia Hammond	
Kristen Larson	
John Wack	

Note: Selena Cuffee-Glenn arrived to the meeting during the discussion and prior to the vote.

IV. SENIOR MANAGEMENT / STANDING COMMITTEE REPORTS

A. Chief Executive Officer: Chip Decker reported the following:

- 1) On August 8th, the Federal District Court of Eastern Virginia issued a Final Order to dismiss Western Star Hospital Authority's ("Western Star") case against RAA and the City. He reminded the Board the lawsuit had to do with the language in the Veterans Administration's (VA) RFP requiring proposers to hold an EMS permit in the City of Richmond. It is hoped the City does not issue an EMS permit and he explained RAA is the franchise holder. In the 1990's, Multi Hospital High-Tech Services ran calls between the Bon Secours hospitals, and were issued an EMS permit at that time. That has since been shut down. Forest Ambulance Service sued Mercy Ambulance Service of Richmond ("Mercy") in a similar antitrust claim and the judge ruled to dismiss that

case with prejudice. In Western Star's case, the judge agreed with that ruling. Western Star has 30 days to appeal the decision. RAA was never officially informed the VA had awarded a contract to anyone.

- 2) Council's Public Safety Standing Committee met on July 23rd. The Committee recommended approval for three RAA Board reappointments and one appointment (*reappointment of Richard Bennett, Matt Conrad and Michael Kelly; appointment of Sheldon Barr, Chief Operating Officer at Chippenham Hospital*). The Committee's recommendation is slated for consideration at Council's formal meeting on September 9th.

In accordance with the term limits set for all City Boards and Commissions, RAA will lose a number of long-standing members. Chip Decker thanked Beth Matish, Jeff Odell and Joseph Boatwright for their service and years of dedication to RAA and presented plaques of recognition. Although a current member's term may expire, members continue to serve on the Board until such time they are either replaced, have been removed, or have resigned.

- 3) No financial reports were included in today's meeting packet. This is due to the timing of RAA's onsite annual audit (for FY2019). The Finance Committee will meet on September 5th, at which time, the June month-end and FY2019 4th quarter financials will be reviewed. Following, all reports will be provided to the full Board.

Note: Michael Kelly arrived and Joseph Boatwright left the meeting during the CEO's report.

- 4) RAA will host a joint press event with the Richmond City Health District (RCHD) on Friday, August 30th beginning at 11:00 a.m. The event will highlight RAA's and RCHD's partnership and opioid program featuring a former addict now employed with RCHD. She serves as a peer support specialist and works with RAA's providers to improve interactions with overdose victims. Invitations were extended to members of City Council and Administration. Chip Decker acknowledged both Selena Cuffee-Glenn's and Kristen Larson's attendance and extended an invitation to the entire Board.
- 5) On Monday, September 16th, the Richmond School Board will be recognizing RAA for RAA's "*Stop the Bleed*," initiative and partnership with Richmond Public Schools. The meeting will begin at 6:00 p.m. at City Hall. Chip Decker recalled RAA's long-standing support of RPS, having provided "*Stop the Bleed*," kits to all RPS high schools. Previously, RAA purchased Automated External Defibrillators (AED's) for the schools as well. Mike Colman added RAA had recently delivered additional tourniquets valued at approximately \$25,000 for the "*Stop the Bleed*," kits.

B. Chief Operating Officer: Mike Colman reported the following:

The Centers for Medicare & Medicaid Services (CMS) are now accepting applications for EMS agencies to participate in the Emergency Triage, Treat and Transport (ET3) model. The ET3 model is a voluntary, five-year payment model that will provide greater flexibility to address emergency healthcare needs of Medicare beneficiaries following a

9-1-1 call. CMS will pay participating ambulance providers to: 1) transport to a hospital ED or other destination covered under the regulations, 2) transport to an alternative destination such as a primary care doctor's office or an urgent care clinic, or 3) provide treatment in place with a qualified healthcare practitioner, either on the scene or connected using telehealth. He explained it is basically a "treat and release," type of model.

Chip Decker explained these patients make up a segment of RAA's overall transport volume, basically allowing RAA to charge a fee for its services. He explained a requirement for an agency's participation is a minimum of 7,500 Medicare calls per year. Last year, RAA ran 7,600 of these call types. CMS' goal is to decrease transports to the hospital ED by 14%. It is RAA's hope that of these 7,600 calls, 14% of these patients will be provided alternative care. This is all part of CMS' vision of how EMS will integrate with healthcare downstream. Payment for response versus transport may result in smarter patient choices as well as make it easier for an agency to recover funds.

V. EXECUTIVE SESSION – DISCUSSIONS INVOLVING PERSONNEL MATTERS

Motion: To enter into Executive Session pursuant to Section 2.2-3711(A)(1) for purposes of discussions involving personnel matters.

Made By: Kristen Larson

Seconded: Richard Bennett

Discussion: None

Motion Passed: The votes were recorded as follows:

Ayes:

Kristen Larson
Richard Bennett
Beth Matish
Weet Baldwin
Selena Cuffee-Glenn
Julia Hammond
Michael Kelly
John Wack

Nays:

None

Motion: To return to the normal order of business and the parties certified no matters were discussed other than the agenda items.

Made By: Kristen Larson

Seconded: Selena Cuffee-Glenn

Discussion: None

Motion Passed: The votes were recorded as follows:

Ayes:

Kristen Larson
Selena Cuffee-Glenn
Beth Matish
Weet Baldwin
Julia Hammond
Michael Kelly
John Wack

Nays:

None

Note: Richard Bennett left the meeting during Executive Session.

VI. OPERATIONAL MEDICAL DIRECTOR'S REPORT

Joseph Ornato left the meeting during Executive Session. Therefore, there was no report.

VII. NEXT MEETING DATES

The upcoming meeting dates are as follows:

- A. November 19, 2019
- B. February 18, 2020

VIII. ADJOURNMENT

Beth Matish adjourned the meeting at 9:40 a.m.

 - 11/19/19

Laura Bickham, Assistant Secretary