



BOARD REPORT

February 26, 2025

Mission

Committed to Compassionate & Exceptional Care

Vision

**Engage & Provide the Local Community with a Comprehensive
Range of Quality Health Care Services**



2042 Juniper Ave. Slayton, MN 56172

Hospital Board Meeting

Agenda

Date: February 26, 2025, at 8:00 a.m.

Location: Murray County Medical Center Dining Room

- | | | |
|--|----------------|--------------------------|
| 1. Call to Order | Action | |
| 2. Pledge of Allegiance | | |
| 3. Disclose Conflicts of Interest | Action | Laurie Jensen |
| 4. Approval of Agenda | Action | Laurie Jensen |
| 5. Consent Agenda | Action | Laurie Jensen |
| Approve January Hospital Board Minutes | | |
| Approve January Policy Reviews | | |
| 6. Medical Staff | | |
| Board Medical Staff Meeting | Information | Dr. Goldammer / Designee |
| Privileges & Credentials | Action | Dr. Goldammer / Designee |
| 7. Financial Management Report | | |
| Finance | Action | Robyn Van Heuvelen |
| Statistics | Information | |
| Balance Sheet | Information | |
| Income Statements | Information | |
| Accounts Receivable Report | Information | |
| Bad Debts – Hospital & Clinic | Information | |
| Capital Expenditures | Information | |
| 8. Administrative Report | | |
| CEO Board Report | Information | Luke Schryvers |
| HR & Personnel Update | Information | Mara Mouw |
| Marketing Update | Information | Briana Solheim |
| Quality/PI Update | Information | Amber Humphrey |
| Patient Care Update | Information | Monica Van Otterloo |
| 9. Next Meeting Dates & Times | | |
| Finance Committee | March 24, 2025 | |
| Hospital Board | March 26, 2025 | |
| Finance Committee | April 21, 2025 | |
| Hospital Board | April 23, 2025 | |

**MURRAY COUNTY MEMORIAL HOSPITAL
BOARD OF DIRECTORS
MURRAY COUNTY MEDICAL CENTER
SLAYTON, MINNESOTA
January 22, 2025**

TERMINATIONS:

Michael Gillett, MD	Urology	Courtesy
Robert Harms, MD	Emergency Medicine	Telemedicine

January 21, 2025 Meeting

APPOINTMENTS:

Kristen Miller, MD	Radiology	Telemedicine
Erica Tauck, MD	Neurology	Telemedicine

REAPPOINTMENTS:

Richard Klingler, MD	Family Practice	Active
Valerie Facile, PMHNP	Psychiatry	AHP
Scott Holzemer, CRNA	Anesthesia	AHP

TERMINATIONS:

n/a

A motion was made to approve the medical staff minutes and appointments by Jackie Meier, seconded Gerald McCord with all present members of the board voting their approval of the medical staff appointments.

MCMC Medical Staff reviewed these appointments and made recommendations for approval as set out above.

Financials: Robyn Van Heuvelen reviewed the financials as made available in the Board Report.

A motion was made by Jackie Meier and seconded by Gerald McCord with all present members of the Board voting to accept the Financial Management Report.

Capital Expenditures: **Capital Expenditures of 3 Exam Tables, VS30 Vital Monitor, and LIFEPAK 35.**

A motion was made by Jackie Meier and seconded by Dennis Welgraven with all present members of the Board voting to accept the LIFEPAK Monitor/Defibrillator for \$50,817.

CEO Report: Luke Schryvers highlighted the information provided in the handout.

Sanford Report: Dale Gillogly gave Sanford Report.

HR Report: Mara gave an HR and Personnel update.

January Policy Review

Title	Department	Last Approved	Summary of Changes
Medication Refill Protocol	Clinic	1/2/2025	Medication Refill Protocol reviewed with RHC providers during meeting held on Thursday, December 26, 2025. Changes reflect discussion and approval of all providers in attendance.
Conflicts of Interest (Board and Leadership)	Compliance	1/10/2025	Completing Robbi's proposed policy updates
Email Use	HIM	1/10/2025	
Medical Records Access	HIM	1/10/2025	Changed clinic manager to HIM Manager. Removed attachment as it was a chart audit form, not related to this policy.
Notice of Privacy Practices Content and Distribution	Compliance	1/10/2025	One additional edit.
Organizational Chart	HIM	1/10/2025	added Compliance
Ownership of Medical Record	HIM	1/10/2025	Updated to MCMC
Dietary Orders	Dietary	1/13/2025	fixed wording on diet orders and the diet options
Emergency and Disaster Plan	Dietary	1/13/2025	
Meal Service and Times	Dietary	1/13/2025	
Disruptive Individual/Manpower Needed	Clinic	1/17/2025	Reviewed facility policy (PolicyStat ID 13848581) and updated clinic policy to include details of emergency buttons and new pendants through Heartland Security.
No Show and Late Policy	Clinic	1/17/2025	Updated policy following discussion with clinic providers
Patient Safety and Suicide Prevention	Clinic	1/17/2025	LovelyAntoni transitioned to a new role with IHC. Our new contact is Ashley Keyes, so the policy was updated to reflect this.
Emergency Call List	Maintenance	1/20/2025	Updated phone numbers. Removed Parker P&H added Slayton P&H. Attached word doc.
Guidelines for Clearance of the Cervical Spine in Adult Blunt Trauma (16)	Trauma	1/21/2025	Adjusted per Canadian C-spine Rule and ED provider guidance.
After Care Information	Clinic	1/30/2025	Removed "Standard Operating Procedure" from the title
Patient Education Standards	Clinic	1/30/2025	Shortened the title and adjusted the wording of the policy for additional clarification and easier reading.
Statement of Purpose and Utilization Scope of Services	Radiology	1/30/2025	Removed Proscan and put in vRad. Also took out ABI's being read by a contracted service because they are an Ultrasound that is now read by vRad.

MURRAY COUNTY MEDICAL CENTER
2042 Juniper Avenue
Slayton, MN 56172

MEDICAL STAFF MEETING

01/21/2025

7:30 am

Call to order at 7:32 am

PRESENT: L. Schryvers, B. Boerboom, D. Woldt, S. Menken, L. Sanchez, M. Behrends, C. Mahon, T. Hansen, P. Freeman, M. Johnson, J. Goldammer, J. Bauer, M. VanOtterloo,

VIRTUAL: D. Axlman

ABSENT: J. Hillestad, M. Davis, A. Humphrey, R. VanHeuvelen, K. Rohrer, N. Johnson, H. Hoekman, R. Klingler, K. Busack,

MINUTES: Minutes from December meeting were reviewed. Dr. Sanchez motioned for approval; Paige seconded. Motion carried.

FINANCIAL: Luke reported financials for the month of December

ADMINISTRATIVE REPORT: Luke reported SW private industry council internship being offered. There will be two new board members. Lenore Wendorff to be replaced with Jody Laboda. We are still searching for traveling PT. CAH meeting on February 6th Amber will be sending out meeting invite. Chartspan currently has 105 participants. Master Planning meeting will be held on 01/28 and 01/29. Legislative session was held last Tuesday, updates to come.

1. Approval of meeting minutes – Financial Reports – Administrative Report

2. Business Meeting:

A. Credentials Committee: Dr. Goldammer

- Appointments/Reappointments: pending credentialing committees approval

APPOINTMENTS:

Kristen Miller, MD	Radiology	Telemedicine
Erica Tauck, MD	Neurology	Telemedicine

REAPPOINTMENTS:

Richard Klingler, MD	Family Practice	Active
Valerie Facile, PMHNP	Psychiatry	AHP
Scott Holzemer, CRNA	Anesthesia	AHP

TERMINATIONS:

n/a

Utilization Review/Transfer Review: n/a

Compliance: n/a

Infection Control: n/a

Performance Improvement: n/a

Pharmacy & Therapeutics Committee: New pharmacist Emily Blair was hired to help when Cara is out of office.

Morbidity/Mortality Review: Scheduled to meet, Jennifer Hillestad to present.

Tissue Review: n/a

Transfusion Review: n/a

Medical Records: n/a

CNO Report: Monica discussed C-spine clearance

Laboratory: Heather reported CLIA inspection has been completed and went very well. There was only one minor issue found, goof for another two years.

Radiology: n/a

Respiratory Therapy: n/a

Clinic Report: Brooklyne reported that a provider meeting was held yesterday LPN students will be starting in April. Blyth will be following Tracy.

Old Business:

- A. Election of Medical Staff Officers and appointment of department chairs - see attachment
- B. Medical Staff Bylaws, Rules/Regulations approval
- C. M. VanOtterloo-
 - COVID Precautions per CDC guidelines
 - Chest Pain Protocol
 - Code Blue Protocol
 - IV Strat Protocol
 - Oral Care Protocol
 - Respiratory Distress Protocol
 - Med Surg Protocol

New Business:

- A.

No further business appearing, the meeting was adjourned at 07:51 AM

Respectfully submitted,
Danielle, Stacie M., & Stacie O.

Murray County Medical Center

Medical Staff Appointments

February 25, 2025 Meeting

APPOINTMENTS:

Ashley Stelzer, CNP	Cardiology	AHP
Ryan Coram, DO	Psychiatry	Telemedicine
Sean Dodson, MD	Neuroradiology	Telemedicine
Nicholas Fleege, MD	Diagnostic Radiology	Telemedicine
Hilary Schmitt, MD	Emergency Medicine	Telemedicine

REAPPOINTMENTS:

N/A

TERMINATIONS:

N/A

MCMC Medical Staff reviewed these appointments and made recommendation for approval as set out above.

**MURRAY COUNTY MEDICAL CENTER
MONTHLY STATISTICS
FOR THE MONTH ENDED JANUARY 31, 2025**

	MONTHLY			YEAR-TO-DATE		
	CURRENT MONTH	LAST YEAR MONTH	INCREASE/ DECREASE FROM LAST YEAR	2025 YTD	2024 YTD	INCREASE/ DECREASE FROM LAST YEAR
ACUTE:						
ACUTE ADMISSIONS	17	16	1	17	16	1
ACUTE DISCHARGES	18	16	2	18	16	2
ACUTE PATIENT DAYS	52	58	(6)	52	58	(6)
ACUTE AVERAGE LOS	2.89	3.63	(0.74)	2.89	3.63	(0.74)
SWING BED AND RESPITE:						
SWING BED & RESPITE ADMISSIONS	7	3	4	7	3	4
SWING BED & RESPITE PATIENT DAYS	75	59	16	75	59	16
SWING BED AVERAGE LOS	10.71	19.67	(8.95)	10.71	19.67	(8.95)
OBSERVATION PATIENTS	13	11	2	13	11	2
SURGERY:						
TOTAL OR PATIENTS	28	14	14	28	14	14
GENERAL GI	10	7	3	10	7	3
GENERAL OTHER	1	0	1	1	0	1
ORTHO	2	3	(1)	2	3	(1)
OPHTHALMOLOGY	5	0	5	5	0	5
PAIN MANAGEMENT	6	4	2	6	4	2
PODIATRY	0	0	0	0	0	0
UROLOGY	4	0	4	4	0	4
VASCULAR	0	0	0	0	0	0
OUT PATIENT SURGERY CASES	28	14	14	28	14	14
EMERGENCY ROOM:						
ER PATIENTS	142	152	(10)	142	152	(10)
TRANSFERS TO OTHER FACILITIES	14	12	2	14	12	2
AMBULANCE RUNS	23	35	(12)	23	35	(12)
CLINIC VISITS	901	636	265	901	636	265
NEW CLINIC PATIENTS	38	9	29	38	9	29
PHYSICAL THERAPY	262	387	(125)	262	387	(125)
RADIOLOGY	298	313	(15)	298	313	(15)
MAMMOGRAMS	46	35	11	46	35	11
LABORATORY	3078	2705	373	3078	2705	373

MURRAY COUNTY MEDICAL CENTER
BALANCE SHEET
FOR THE MONTH ENDING: 01/31/25

Begin	CURRENT MONTH Change	Ending		Ending	YEAR TO DATE Change	Begin
ASSETS						
CURRENT ASSETS:						
7,770,714	(334,494)	7,436,220	UNRESTRICTED CASH	7,436,220	(334,494)	7,770,714
6,661,974	158,464	6,820,438	PATIENT RECEIVABLES	6,820,438	158,464	6,661,974
(3,186,525)	(18,338)	(3,204,863)	LESS ALLOWANCES AND DISCOUNTS	(3,204,863)	(18,338)	(3,186,525)
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3,475,449	140,125	3,615,575	NET PATIENT RECEIVABLES	3,615,575	140,125	3,475,449
108,665	(19,944)	88,721	OTHER RECEIVABLES	88,721	(19,944)	108,665
296,177	(1,227)	294,950	INVENTORY	294,950	(1,227)	296,177
206,802	93,718	300,520	PREPAID EXPENSES	300,520	93,718	206,802
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11,857,808	(121,822)	11,735,985	TOTAL CURRENT ASSETS	11,735,985	(121,822)	11,857,808
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NON-CURRENT CASH & INVESTMENTS						
2,502,289	6,500	2,508,789	FUNDED DEPRECIATION CASH	2,508,789	6,500	2,502,289
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CAPITAL ASSETS:						
29,799,210	0	29,799,210	PROPERTY PLANT AND EQUIPMENT	29,799,210	0	29,799,210
(22,999,431)	(92,490)	(23,091,921)	LESS ACCUMULATED DEPRECIATION	(23,091,921)	(92,490)	(22,999,431)
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6,799,779	(92,490)	6,707,289	NET PROPERTY PLANT AND EQUIPME	6,707,289	(92,490)	6,799,779
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OTHER ASSETS:						
6,750	0	6,750	INVESTMENTS	6,750	0	6,750
276,489	9,510	285,999	OTHER LONG TERM RECEIVABLES	285,999	9,510	276,489
283,239	9,510	292,749	TOTAL OTHER ASSETS	292,749	9,510	283,239
DEFERRED OUTFLOWS OF RESOURCES						
1,268,446	0	1,268,446	OPEB DEFERRED OUTFLOWS	1,268,446	0	1,268,446
7,505	0	7,505	PENSION DEFERRED OUTFLOWS	7,505	0	7,505
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22,719,066	(198,302)	22,520,764	TOTAL ASSETS	22,520,764	(198,302)	22,719,066
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LIABILITIES AND NET ASSETS:						
CURRENT LIABILITIES:						
ACCOUNTS PAYABLE:						
598,421	(122,267)	476,154	TRADE PAYABLES	476,154	(122,267)	598,421
570,659	(441)	570,218	CURRENT PORTION OF LONG TERM D	570,218	(441)	570,659
ACCRUED EXPENSES:						
1,250,284	(152,038)	1,098,246	ACCRUED WAGES INCLUDING VAC &	1,098,246	(152,038)	1,250,284
332,020	(25,054)	306,966	ACCRUED PAYROLL TAXES AND BENE	306,966	(25,054)	332,020
410,591	80,091	490,682	DUE TO THIRD PARTY	490,682	80,091	410,591
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3,161,974	(219,708)	2,942,266	TOTAL CURRENT LIABILITIES	2,942,266	(219,708)	3,161,974
LONG TERM LIABILITIES:						
314,094	(3,084)	311,009	DEFERRED REVENUE	311,009	(3,084)	314,094
208,339	0	208,339	POST EMPLOYMENT LIABILITY	208,339	0	208,339
4,630,084	0	4,630,084	NET PENSION LIABILITY	4,630,084	0	4,630,084
680,308	(48,065)	632,242	LONG TERM DEBT	632,242	(48,065)	680,308
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5,832,825	(51,150)	5,781,675	TOTAL LONG TERM LIABILITIES	5,781,675	(51,150)	5,832,825
DEFERRED INFLOWS OF RESOURCES:						
1,793,601	0	1,793,601	OPEB DEFERRED INFLOWS	1,793,601	0	1,793,601
84,269	0	84,269	PENSION DEFERRED INFLOWS	84,269	0	84,269

MURRAY COUNTY MEDICAL CENTER
 BALANCE SHEET
 FOR THE MONTH ENDING: 01/31/25

Begin	CURRENT MONTH Change	Ending		Ending	YEAR TO DATE Change	Begin
10,872,669	(270,858)	10,601,811	TOTAL LIABILITIES	10,601,811	(270,858)	10,872,669
11,846,397	72,556	11,918,952	FUND BALANCE	11,918,952	72,556	11,846,397
22,719,066	(198,302)	22,520,764	TOTAL LIABILITIES & FUND BALAN	22,520,764	(198,302)	22,719,066

MURRAY COUNTY MEDICAL CENTER
 OPERATING/INCOME STATEMENT
 FOR THE 1 MONTHS ENDING January 31, 2025

	CURRENT	SINGLE MONTH BUDGET	PRIOR YEAR	CURRENT YEAR	YEAR TO DATE BUDGET YTD	PRIOR YTD
REVENUE						
HOSPITAL IP REVENUE	376,273	364,672	457,509	376,273	364,672	457,509
HOSPITAL OP REVENUE	2,165,111	2,009,193	1,965,018	2,165,111	2,009,193	1,965,018
RH CLINIC REVENUE	490,607	437,234	561,751	490,607	437,234	561,751
GROSS REVENUE	3,031,991	2,811,099	2,984,278	3,031,991	2,811,099	2,984,278
OTHER HOSPITAL OPERATING REV	72,726	64,947	52,571	72,726	64,947	52,571
OTHER CLINIC OPERATING REV	1,480	1,262	1,600	1,480	1,262	1,600
OTHER OPERATING REVENUE	74,206	66,209	54,171	74,206	66,209	54,171
HOSPITAL CONTRACTUALS	(1,313,070)	(1,276,090)	(1,249,558)	(1,313,070)	(1,276,090)	(1,249,558)
CLINIC CONTRACTUALS	(118,052)	(21,629)	(157,194)	(118,052)	(21,629)	(157,194)
TOTAL CONTRACTUALS	(1,431,122)	(1,297,719)	(1,406,751)	(1,431,122)	(1,297,719)	(1,406,751)
TOTAL REVENUE	1,675,076	1,579,589	1,631,699	1,675,076	1,579,589	1,631,699
EXPENSES						
SALARIES & WAGES	753,854	709,934	679,871	753,854	709,934	679,871
EMPLOYEE BENEFITS	215,674	226,881	188,265	215,674	226,881	188,265
SUPPLIES	217,623	193,295	146,573	217,623	193,295	146,573
PURCHASED SERVICES	219,801	217,766	221,678	219,801	217,766	221,678
MINOR EQUIPMENT	2,998	8,946	6,765	2,998	8,946	6,765
UTILITIES	24,703	22,358	24,885	24,703	22,358	24,885
OTHER EXPENSE	97,389	117,902	111,634	97,389	117,902	111,634
TOTAL EXP BEFORE INT & DEPR	1,532,043	1,497,082	1,379,671	1,532,043	1,497,082	1,379,671
EBIDA	143,033	82,507	252,028	143,033	82,507	252,028
INTEREST EXPENSE	3,835	2,944	4,549	3,835	2,944	4,549
DEPRECIATION & AMORTIZATION	92,490	88,130	95,309	92,490	88,130	95,309
NET INCOME FROM OPERATIONS	46,708	(8,567)	152,169	46,708	(8,567)	152,169
TOTAL NON OPER REV/EXP	25,848	41,780	26,537	25,848	41,780	26,537
NET INCOME (LOSS)	72,556	33,213	178,707	72,556	33,213	178,707

AR AGING REPORT

1/31/2025

Total AR Days: 71.3
Prior Month AR Days: 71.3

Hospital Billing (HB) Aging Summary

AR Days: 74
 Prior Month AR Days: 73.4

Financial Class	0 to 30	31 to 60	61 to 90	91 to 120	121 to 180	Over 180	Total
Medicare	\$ 1,596,798	\$ 584,770	\$ 247,577	\$ 182,599	\$ 114,884	\$ 465,094	\$ 3,191,721
Medicaid	\$ 171,380	\$ 81,133	\$ 22,680	\$ 120,174	\$ 46,036	\$ 117,891	\$ 559,294
Commercial	\$ 154,530	\$ 50,706	\$ 10,955	\$ 31,758	\$ 69,075	\$ 101,771	\$ 418,794
Blue Shield	\$ 201,733	\$ 76,749	\$ 25,204	\$ 28,684	\$ 91,874	\$ 47,195	\$ 471,439
Other	\$ 100,192	\$ (2,225)	\$ (7,720)	\$ 2,152	\$ (217)	\$ (9,073)	\$ 83,110
Self-Pay	\$ 67,481	\$ 52,438	\$ 73,068	\$ 38,120	\$ 89,489	\$ 785,496	\$ 1,106,093
Worker's Comp	\$ 12,340	\$ 54,897	\$ 7,525	\$ 3,138	\$ 22,177	\$ 14,144	\$ 114,220
	\$ 2,304,455	\$ 898,467	\$ 379,289	\$ 406,625	\$ 433,318	\$ 1,522,518	\$ 5,944,672

Professional Billing (PB) Aging Summary

AR Days: 58
 Prior Month AR Days: 57.4

Financial Class	0 to 30	31 to 60	61 to 90	91 to 120	121 to 180	Over 180	Total
Medicare	\$ 92,547	\$ (4,268)	\$ (5,994)	\$ (4,982)	\$ (1,633)	\$ 18,737	\$ 94,406
Medicaid	\$ 47,285	\$ 2,882	\$ 967	\$ 2,189	\$ 2,869	\$ 8,889	\$ 65,083
Commercial	\$ 32,181	\$ 2,788	\$ 4,452	\$ 5,909	\$ 4,972	\$ 9,545	\$ 59,846
Blue Shield	\$ 39,245	\$ 6,638	\$ 724	\$ 2,644	\$ 1,932	\$ 531	\$ 51,715
Other	\$ 5,701	\$ 3,600	\$ 1,038	\$ 402	\$ 156	\$ 13,503	\$ 24,400
Self-Pay	\$ 20,472	\$ 11,834	\$ 13,024	\$ 20,061	\$ 18,508	\$ 204,690	\$ 288,589
Worker's Comp	\$ 2,859	\$ 6,571	\$ 2,041	\$ 3,075	\$ 1,620	\$ 7,281	\$ 23,447
	\$ 240,290	\$ 30,044	\$ 16,254	\$ 29,299	\$ 28,424	\$ 263,175	\$ 607,485

AR in CPSI > 120 Days \$ 278,234

Not Released \$ 494,468

MURRAY COUNTY MEDICAL CENTER HOSPITAL & CLINIC

CHARITY CARE WRITE OFFS & BAD DEBT TRANSFERS AND RECOVERIES

1/31/2025

	MONTH	YTD	PRIOR YR YTD
CHARITY CARE & BANKRUPTCY WRITE-OFFS	\$ 1,100	\$ 1,100	\$ 199
BAD DEBT TRANSFERS	\$ 370	\$ 370	\$ (14,050)
BAD DEBT RECOVERIES	\$ (310)	\$ (310)	\$ (400)
	<u>\$ 1,161</u>	<u>\$ 1,161</u>	<u>\$ (14,251)</u>

Murray County Hospital & Clinic
Capital Expenditures - 2025

2025 CAPITAL BUDGET

\$1,505,494

ACTUAL

2025 CAPITAL EXPENDITURES

1/31/2025

Items going to February Board Meeting

February Board of Directors Meeting

CEO Board Report



People

- Happy to announce that Jennifer Kirchner, Ambulance Director, will be recognized by the Minnesota Ambulance Association as a 2025 Minnesota Stars of Life Honoree. The Minnesota Stars of Life Award is the state's highest recognition for EMS professionals, honoring individuals who go above and beyond in delivering life-saving care, mentoring the next generation, and strengthening the EMS system. Jennifer will receive her award at an upcoming ceremony on March 18th in St Paul.

Quality

- Community Health Needs Assessment – We are in the process of completing our CHNA for 2025. This is an assessment that is completed every 3 years in partnership with Sanford Health. We are asking community members to participate in the survey and provide information on the current healthcare needs in our community. A final report will be developed and provided to the Board sometime this summer. Anyone that is interested in completing the survey can visit the following link: https://sanford.az1.qualtrics.com/jfe/form/SV_9YNNEaZanL1wpoy
- Emergency Preparedness / COOP – We completed an inhouse training with MDH on updating our continuity of operations planning for our facility. Each department will be updating readiness plans to prepare to maintain our essential services in emergency situations.

Growth

- Master Planning – We completed our second session on January 29th and our third session of the Master Planning process on Feb 20th with the Kraus Anderson team. Much of the first couple sessions have been around idea generation and documenting the current and potential future needs of each department and service line. The third session started to focus on specific projects and the options ranging from full replacement to small renovation or do-nothing strategies. It has been a good exercise so far and think it will provide a good roadmap for the facility over the next 10 – 25 years into the future. As part of the fourth session, we would like to schedule time with the Hospital Board for strategic planning to discuss more details and gain input on the different strategies moving forward.

Financials

- Waystar Implementation – The HIM department is working to roll out a new system to help manage the prior authorization process for the facility. Waystar will help automate the system and make it a more timely and efficient process to get the approval notices.

Misc.

- Celebrating 75 years of MCMC. We welcomed our first patient on February 1, 1951. Next year will be our 75th anniversary and will be looking to plan an event to celebrate the milestone.

Digital:

- Our website had 1.5k active users (3.6% increase). Our overall views were at 3.5k (16.9% increase) and our event count was at 10k (14.4% increase).
- Our Facebook views were up 21.3% at 90.2k, our reach was up by 22.5% at 15.6k, content interactions decreased by 26.8% at 642, and our link clicks increased by 17% at 563. Our page follows increased by 200% at 12 and page views increased by 97% at 1.9k. We posted 37 times in January with the main ones for ChartSpan, AblePay, patient comments, flu shots, Heart & Vascular screenings, Dr. Goldammer and Dr. Sanchez spotlights, and RN tuition reimbursement.
- Our Instagram views increased by 154.1% at 4.8k, our reach was up by 133.2% at 1.8k, interactions decreased by 30.6%, and we gained 2 new followers. In total, we had 25 posts go up in January.
- On LinkedIn, our impressions decreased by 5.6% at 612, our reactions increased by 41.2%, page views increased by 153.1% at 81, and we gained 8 new followers which is a 33.3% increase. Compared to competitors, we sit 77.3% higher at 13 posts for the month and our engagement sits at 61.5% higher at 7%.
- Our Google ads drove in 116 clicks and 2.7k impressions. The ad showed the most in the 35-44 age group.
- Our January email campaign had an open rate of 38.57%. I currently am researching and working on a new option for creating and sending these. It should provide a simpler creation platform for me and get to users emails more efficiently.

Traditional Advertising:

- Within newspaper advertising, we highlighted ChartSpan, Well Child Exams, Wellness Center, and Physical Therapy.
- In January, we highlighted ChartSpan and Advanced Care Planning on the radio stations.

Events & Current Happenings:

- I have worked with Mara and we are sending out postcard mailers to all the nurses in our area. The hope with this is to help fill some of our open positions.
- We will be attending the Spring Expo (formally the Farm & Home Show & ECI Family Fair) coming up here on March 15th.

Briana Solheim

Marketing Director

 **507-836-1231**

 **solheimb@murraycountymed.org**