

Board of Trustees

June 30, 2025

A meeting of the Board of Trustees of Crawford County Memorial Hospital was held on Monday, June 30, 2025, in Hospital Board Room D at Crawford County Memorial Hospital, Denison, Iowa.

Present on site during the meeting were Jay Mendlik, David Reisz, Vernon Sid Leise (left at 6:03), Amy Schultz, Theresa Sheer (CNO), Heather Rasmussen (Chief Quality Officer), Rachel Melby (CFO), Erin Muck (CEO), and Heather Wight (Recorder). Also in attendance were Gordon Wolf (Denison Free Press), Don Luensmann (Executive Director of Marketing and Development left at 6:44) and Dana Neemann (Director of Education & Patient Experience left at 6:44). Not in attendance were Jon Schuttinga, Dr. David Wright (Chief of Staff) and Dr. Michael Luft (Chief Medical Officer).

CALL TO ORDER: The Board of Trustees meeting was called to order at 5:35 p.m. by Mendlik.

APPROVAL OF MINUTES

A motion was made by Reisz, second by Leise, to approve the May 19, 2025, minutes as presented. Motion carried unanimously.

A motion was made by Schultz, second by Leise, to approve the June 23, 2025, special meeting minutes as presented. Motion carried unanimously.

QUALITY CARE AND SERVICES

Quality Committee Report

- Rasmussen gave a brief update of the Quality Committee activities including sharing that the ER's overall score is 95% and there are still issues with the reporting rehab services data with Cerner.
- Recommend Board action regarding Medical Staff Accountable Care Committee recommendations for approval of Medical Staff privileges and appointment/re-appointment applications.

Medical Staff Report

Rasmussen shared the recruiting efforts for the med unit and EMS. Although only required to staff a crew for 911 calls, we maintain a second crew to support transfers and additional 911 calls. We recently shifted from a call-based second crew to a dedicated duty crew for this purpose. The implementation of the clinic lab draws on July 1 and patient satisfaction scores were also discussed.

PATIENT EXPERIENCE

5-Star Journey Update

Muck shared the Patient Experience Committee (formerly Service Excellence Council) met and received updates on the 4 Organizational Improvement Project Teams (formerly OASIS teams). The Accountability Scorecard includes quality metrics and yearly goals all in one place. The Workplace Safety team is working to increase safety for staff. Muck also shared the updated 5 Star calendar with emphasis on the first round of two 5 Star Training workshops in August and guest speaker on August 12.

PEOPLE

Credentialing

A motion was made by Schultz, second by Reisz, to approve Medical Staff new appointments of DaSilva and Tweedy and the distant site credentialing of Cook, Lane, Selthofner, Chavis, Sheehan, Luna, Bahl, Lopez and Murphy Jr. Motion carried unanimously.

Mission Committee Report

Muck shared the updated accountability dashboard along with progress on patient experience initiatives. Family medicine and ER recruitment efforts continue. The Community Health Needs Assessment has been completed and a summary is expected in September.

GROWTH

Department Reports

Education & Patient Experience

Neemann shared in FY25, education and development enhanced clinical excellence, staff preparedness, and community engagement through a range of initiatives. These included delivering over 160 clinical certifications (ACLS, PALS, BLS, Heart Saver, PEARS), hosting a critical care course, and offering specialty continuing education. Quarterly competencies addressed 22 clinical topics, while SIM Iowa and an EMS Conference expanded professional learning opportunities. The department strengthened student engagement through Scrubs Camp and formalized student tracking, supported patient-centered care with monthly support groups and PFAC initiatives, and used data from Press Ganey and satisfaction surveys to drive quality improvements and educational planning.

Marketing

Luensmann shared the marketing department has made significant progress in enhancing the organization's visibility, community engagement, and strategic communication. Key initiatives include hiring a full-time Marketing Assistant to oversee social media and digital signage, fully implementing VM Cast digital displays across the facility, and expanding advertising efforts through new channels like KDSN social media and local store checkout. The launch of a new website in January 2025 has improved content control and reduced costs. The department has grown with the addition of new roles, including plans for a Spanish-language Community Outreach position to better serve diverse populations. Community engagement remains strong through participation in local events and quarterly wellness programs, while strategic support efforts such as the OASIS Team and wayfinding initiatives are being reactivated to align with upcoming building renovations.

CEO Report

Muck shared the annual golf outing numbers haven't been finalized yet but was successful. The profits from the golf outing are going towards a new transportation van. The Hospital Foundation fundraiser this year is raffling off an ATV to help fund the purchase of education manikins. Otherwise still watching the legislation regarding Medicaid and rural hospital funding.

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FINANCIAL STABILITY

Finance Committee Report

1. Total Payroll & Accounts Payable of \$4,076,102.57 for payment.

A motion was made by Reisz, second by Schultz, to approve the financial report, total payroll, and accounts payables in the amount of \$4,076,102.57. Motion carried unanimously.

Capital Purchase – Ice Machine

The ice machine in Same Day Services (currently Specialty Clinic) is broken and the repair costs were quoted at \$3,000 for replacement parts. Under the CEO's signature authority, the decision was made to purchase a new ice machine for \$5,259.56.

A motion was made by Schultz, second by Leise, to approve the purchase of the ice machine in the amount of \$5,259.56. Motion carried unanimously.

Capital Purchase – Office Furniture

The Certified Diabetes Care and Education Specialist has been moved from an exam room in the clinic to office space in the hospital. In doing so, new office equipment is needed for their office. They regularly meet with patients in their office. To have the order expedited and delivered timely, the CEO signed off on the purchase with her signing authority in the amount of \$9,265.31.

A motion was made by Reisz, second by Schultz, to approve the purchase of the office furniture for the Diabetic Care and Education office in the amount of \$9,265.31. Motion carried unanimously.

FY26 Operating Budget & Capital Budgets

Melby detailed the FY26 Operating & Capital budgets.

A motion was made by Leise, second by Reisz, to approve the FY26 Operating & Capital budgets as proposed. Motion carried unanimously.

COMMUNITY

Board Chair Comments

Mendlik shared comments on Medicaid and the future financial success of rural hospitals.

ADJOURNMENT

A motion was made by Schultz, second by Reisz, that the meeting be adjourned at 6:52 p.m. Motion carried unanimously.