



SRMC Board of Directors Meeting Minutes

November 17, 2022

8:30 a.m. – 11:00 a.m.

UNM Sandoval Regional Medical Center

Zoom Meeting

Rio Rancho, New Mexico

1.0	CALL TO ORDER AND CONFIRMATION OF QUORUM	
1.1	Dr. Ziedonis called the meeting to order and a quorum was confirmed at 8:33 a.m.	Accept as information
2.0		
		Upon a motion and a second, the Board voted to approve the agenda. Motion passed unanimously.
3.0	VOTE TO APPROVE THE MINUTES SEPTEMBER, 2022	
3.1	Dr. Ziedonis presented the Minutes to the Board for approval.	Upon a motion and a second, the Board voted to approve the minutes. Motion passed N-i3.64(6T2.4.940.8) unanimously.
4.0	PUBLIC COMMENT	
	None	Accept as information
5.0		

	<p>Awareness of the brand name UNM Health continues to increase, with 57% of residents saying they have heard or seen the brand name. This is a significant increase from the 36% observed in the 2020 study and the 48% observed in the 2021 study.</p> <p>UNM Health System dominates the market on being known for:</p> <ul style="list-style-type: none"> Trauma care Cancer treatment and surgery Conducting advanced medical research Serving as an important health care safety net <p>FY23 Messaging</p> <p>The single, most compelling idea for the campaign: SRMC is delivering more care right here in Sandoval County and they will put me first when I need them.</p> <p>Support/ Copy Points:</p> <ul style="list-style-type: none"> - Primary care and prevention is available at SRMC. - Full service Orthopaedic care with rehabilitation and occupational therapy in a state-of-the-art center of excellence is available in Sandoval County. - Growing number of academic specialists are practicing at SRMC and are seeing patients at SRMC. - Level III Trauma Care is available at SRMC – keeping patients close to home - Behavioral Health services are increasing. 	
7.0	CONSENT AGENDA	

7.1	<p>Dr. Richards presented the consent agenda items for approval.</p> <p>Sandoval Regional Medical Center Medical Staff Clinical Privileges Proposed Revisions to SRMC Neurosurgery Clinical Privileges</p> <p>Sandoval Regional Medical Center (SRMC) Medical Staff Clinical Privileges Review – Psychology</p> <p>PCAB Report of October 26, 2022 and Approved Minutes of August 24, 2022</p> <p>PSQC Report of November 10, 2022 and Approved Minutes of September 15, 2022</p> <p>Finance Committee Report of November 15, 2022 and Approved Minutes of October 25, 2022</p>	<p>Upon a motion and a second, the Board voted to approve</p>
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Dr. Wilks presented the CMO report and provided a verbal update. The full

Melton, Elizabeth CNP	UNM	Hospital Based	Nurse Practitioner	Voting
Pan, Ping MD	Community Provider - SRMC	Surgery	General Surgery	Non-Voting
Rodriguez, Hannah PA-C	UNM	Hospital Based	Physician Assistant	Voting
Sheikh, Abu Baker MD Sheldon, Mark MD	UNM	Medicine	Internal Medicine	Non-Voting