

**ELECTRA HOSPITAL DISTRICT
ELECTRA MEMORIAL HOSPITAL
SPECIAL MEETING
May 5th & 6th, 2022**

Chairman Johnny Miller called the special meeting of the Board of Directors to order at 6:30 p.m. in the dining room of the Wildcatter Steakhouse at the Wildcatter Ranch & Resort, 6062 Highway 16, Graham, Texas. Board members present were Mr. Miller, Roger Sanford, Billy Don Clark, Stuart Smith, Paula Rodgers, Carol Bourland, and James Brockriede. Others present were Becky Sanford, dinner guest; Sheila Brockriede, dinner guest; Kevin Reed, attorney and strategic planning consultant; Cassie Fisher, Director of Business Development; Ashley Honea, Communications Director; Brandon Huffstutler, CIO; Ginnie Holmes, CFO; Kim Gilbert, CCO; and Rebecca McCain, CEO.

The Board had dinner at the Wildcatter Steakhouse on Thursday evening, May 5th and returned to their hotel rooms at approximately 8:00 p.m. No action was taken.

At 8:30 a.m. on May 6th, the Board reconvened in Miss Addie's Classroom at the Resort.

STRATEGIC PLANNING SESSION

Kevin Reed led the Board's strategic planning, beginning with introductions. Collectively, the Board has 114 years of Board experience and the management team almost 90 years. Mrs. McCain did a quick review of the 2021 3-year Strategic Plan and updated the Board on progress to date. Accomplishments were also discussed, including the implementation of Medical Minutes for Facebook with providers and staff, new commercials, redesigning the front lobby, expanding the rehab department and parking lot, adding a warehouse, improving security, launching a new logo, and returning to back to school and health fairs.

A discussion of industry trends and patient experience followed, focusing on consumers vs patients. COVID statistics and the resiliency of the staff through the pandemic were discussed as well as the HHS Rural Action Plan and their Four Step Program to improve rural healthcare. New payment programs, alliances and need for community involvement were other points of discussion.

Technology was acknowledged as the heartbeat of our operations with everyone noting the need to catch up in order to sustain our competitive edge and remain innovative in the eyes of patients.

At the end of the day, the Board set specific goals and prioritized those for the Management Team. Mr. Reed will develop the 2022 Strategic Plan for approval at the June Board meeting.

No action was taken during the meeting.

ADJOURNMENT

There being no further business, Mr. Sanford made a motion to adjourn. Mr. Clark seconded and the Board voted unanimously to adjourn at 2:38 p.m.

Johnny Miller, Chairman

Stuart Smith, Secretary