

[999.5(d)(10)] The written notice of any proposed agreement or transaction set forth in section 999.5(a)(1) shall include a description of the applicant’s efforts to inform local governmental entities, professional staff and employees of the health facility, and the general public of the proposed transaction. This description shall include any comments or reaction to this effort.

DCHS made the announcement to its internal and external stakeholders in January 2014 of its intent to sell its six hospitals and medical foundation spanning the California coast.

The DCCHS communications team advises and partners with DCCHS leadership, legal counsel and consultants (the “Transaction Team”) to provide periodic communications to employees and the public. The following provides a detailed summary of those efforts.

Reactions to the communications efforts in our hospitals and system office have been positive and many questions have been posed. Comments from physicians include their desire to have their voices heard regarding the sale and are neutral for the most part, with the understanding that once a buyer is announced, then we can better address their questions about the future and how they fit in. Questions from associates primarily have included their concerns about pensions, layoffs, the possibility of bankruptcy, union contracts, and who the buyer is. Associates in general feel very informed and have myriad opportunities to ask questions and voice their concerns.

The DCCHS Corporate Office and each hospital have provided communications in the following ways:

DCCHS Corporate Office

- Monthly DCCHS Board of Director meetings with presentations from Transaction Team leaders and DCCHS CEO.
- Press release announcing the sale was posted on DCCHS website; a special section on www.dochs.org was developed to provide visitors with sale updates.
- DCCHS Corporate Communications leads the media relations efforts, proactively reaching out to reporters with any new information and responding immediately to reporter requests for interviews.
- Sale talking points are provided and updated for leadership and board members and question and answer documents regarding the sale process and timing are provided to leadership.
- Monthly updates to all leadership in the hospitals and medical foundation; letters/memos/phone calls to external stakeholders.
- Members of Houlihan Lokey and senior leadership have attended meetings with leadership each of DCCHS’s primary unions (SEIU, CNA and UNCA) on a regular basis (commencing in January/February 2014) to share information about the sale process.
- Monthly President’s Council meetings with all CEOs and the Transaction Team.
- Regular communications between the Daughters of Charity and local Bishops and other Catholic leaders.

- System Office town halls are offered for associates in the System Office and Caritas Business Services.
- News articles are disseminated to leaders as they appear in the newspapers.
- Corporate Communications assists the CEO and Daughters of Charity in responding to letters from interest groups and individual community members inquiring or commenting on the sale of DCHS.

Seton Medical Center and Seton Coastside

- CEO outreach to physicians includes regular sale updates provided at the Medical Executive Committee monthly meetings; quarterly general medical staff meetings; and meetings with hospital based physicians.
- CEO communications directly with associates includes quarterly associate forums, monthly leadership meetings, and CEO attendance at departmental staff meetings and huddles (clinical and non-clinical)
- Volunteer communications includes newsletter article and verbal updates to volunteer services associates.
- Members of the senior leadership team conduct weekly rounding with associates and answer any sale related questions during that time.

SMC external outreach includes:

- **California Legislature:**
 - Senator Jerry Hill's office
 - Senator Mark Leno's office
 - Assemblymember Kevin Mullin's office
 - Assemblymember Phil Ting's office
- **Congressional Representatives:**
 - Congresswoman Jackie Speier's office
- **City Councils:**
 - City of Daly City: City Manager and Mayor
 - Town of Colma: City Manager and Mayor
- **San Mateo County Board of Supervisors and County Officials:**
 - CEO meets individually with supervisors to keep them informed about activities at SMC and general information about the purchase of the health system and hospitals.
- **Chamber of Commerce:**
 - Brisbane Chamber of Commerce
 - Daly City-Colma Chamber of Commerce
 - Half Moon Bay Coastside Chamber of Commerce
 - Pacifica Chamber of Commerce
 - South San Francisco Chamber of Commerce
- Foundations: Communications directly to the Doelger Charitable Trust and Gellert Foundation

- Community-Based Organizations: A variety of community-based organizations are kept updated. These are organizations who have received sponsorship for Seton and Seton Coastside in prior years.
- The Seton Medical Center Foundation Board of Directors has been kept informed of the sale process and provided verbal and written updates.

September and October Communications

- Each hospital and the DCHS Medical Foundation continued with regular communication updates to associates, physicians, and volunteers through various channels including in person meetings, department staff meetings, associate and physician newsletters, CEO blogs, donor communications, Facebook postings and website postings.
- The DCHS website's sale update section has been regularly updated to provide the latest information on the sale.
- The DCHS CEO wrote an Op Ed with facts about the sale that was published in several papers throughout the state of California.
- Hospital CEOs have continued to meet with community leaders and local government officials to keep them apprised of the sale.
- The DCHS System Office responded to more than 10 letters from community members and local government officials sent to Robert Issai, DCHS Board Chair Sr. Marjory Ann Baez, and members of the DCHS Board of Directors regarding the sale of DCHS.
- A press release was posted in early September announcing the deadline for final bids. The press release was posted on Business Wire and on all of the hospital websites.
- A press release was posted October 10, 2014 on the Business Wire and on the hospital websites announcing the sale to Prime Healthcare Services. Facebook pages for all the hospitals also announced the sale.
 - Talking points and FAQs about the sale transaction have been provided to all the hospitals.
- Members of Houlihan Lokey and DCHS CEO Robert Issai have attended Medical Executive Committee meetings and "town halls" in the hospitals to share information about the sale.
- In addition to the sale update section on the DCHS website, a DCHS/Prime Healthcare website (<http://dchsprime.com/>) provides updates for the community and facts about the sale and sale process. The site will include dates of the public hearings once they are known.

- Skilled nursing and sub-acute residents will be sent a copy of the public notice of the sale.