PARRISH
MEDICAL CENTER

MEMORANDUM

To: Board of Directors

Cc: Bill Boyles, Esquire
Aluino Ochoa, M.D.

From: George Mikitarian
President/CEO

Subject: Board/Committee Meetings – January 6, 2025

Date: January 2, 2025

The Pension Committee will meet at 11:00 a.m. in the first-floor conference room.

The Ad Hoc Credentials Review Committee will meet at 11:30 a.m. where the Committee will review credentialing and privileging files as they relate to medical staff appointment/reappointment.

The Quality Committee will convene at 12:00 p.m., which will be followed by the Finance Committee, and then Executive Committee meetings.

The Board of Directors will meet in executive session no earlier than 1:30 p.m. Following the Board of Directors Executive Session, the Education Committee and Board of Directors regularly scheduled meeting will be held immediately following, however no earlier than 2:00 p.m.

The Planning Committee meeting has been canceled.

Pension Administrative Committee:
Stan Retz, Chairperson (January 1, 2023 - December 31, 2025)
Dan Aton (April 1, 2024- April 1, 2026)
Chris McAlpine (February 4, 2022 – January 31, 2025)
Leigh Spradling (March 1, 2024 – March 1, 2026)
Casey Crouch (March 2, 2023 – March 1, 2026)

PARRISH MEDICAL CENTER
PENSION ADMINISTRATIVE COMMITTEE MEETING
DECEMBER 2, 2024 @ 11:00 A.M.
FIRST FLOOR CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

I. Public Comments

II. Review and approval of minutes (October 7, 2024).

***Motion**: To recommend approval of the October 7, 2024 meeting minutes as presented.*

III. 403b and the 457b Investment Review – Mr. Anderson

a. Plan Makeup and Needs in a Changing Investment Environment.

IV. Future Committee Orientation – Mr. McAlpine

V. Membership Renewal for Chris McAlpine

***Motion**: To recommend the Finance Committee approve the renewal of membership for Chris McAlpine for a three-year term from February 1, 2025 through January 31, 2028.*

VI. Other

VII. Adjournment

PARRISH MEDICAL CENTER
PENSION ADMINISTRATIVE COMMITTEE MEETING
OCTOBER 7, 2024

The members of the Pension Administrative Committee met on October 7, 2024, at 11:04 a.m. The following representing a quorum, were present or participating via phone:

Pension Administrative Committee:
Stan Retz, Chairperson
Chris McAlpine
Leigh Spradling
Casey Crouch
Dan Aton (11:05 a.m.)

Others Present:
Robert Jordan, Chairman, Board of Directors
Michael Moehring, CFO
Natalie Sellers Sr. Vice President, Communications, Community and Corporate Services
Pamela Perez, Contracts & Executive Business Specialist
Stephanie Parham, Executive Office Manager Administration
Christina Moats, Benefits Coordinator
Julia Reyes-Mateo, Executive Director, Human Resources
Mike Sitowitz, Interim Controller
Tommi Middleton, Director of Finance

Call to Order

The meeting was called to order by the Chairperson at 11:04. a.m.

Review and Approval of Minutes

The following motion was made by Ms. Spradling and seconded by Mr. Crough and approved without objection: Mr. Aton was not present at the time the vote was taken.

ACTION TAKEN: MOTION TO APPROVE THE PAC MINUTES OF AUGUST 5, 2024, MEETING AS PRESENTED.

Update on Pension Plan and Trust

Mr. McAlpine provided a brief update, noting that all annuity payments continue to be received in a timely fashion since inception in June 2024. Annuity certificates will be issued to each annuitant once they have been approved by the State of Florida. All lump sum payments were issued as of August 30, 2024. The termination and close out of the pension plan has now been completed as of September 30, 2024.

Adjournment

There being no further business, the meeting was adjourned at 11:28a.m.

_____
Stan Retz, Chairperson

QUALITY COMMITTEE
Elizabeth Galfo, M.D., Chairperson
Robert L. Jordan, Jr., C.M. (ex-officio)
Billy Specht
Billie Fitzgerald
Herman A. Cole, Jr.
Dan Aton
Stan Retz, CPA
Maureen Rupe
Ashok Shah, M.D.
Aluino Ochoa, M.D., President/Medical Staff, Vice Chairperson
Alphonse Pecoraro, M.D., Designee
Nimish Naik, M.D., Designee
Christopher Manion, M.D., Designee
George Mikitarian (non-voting)

NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
QUALITY COMMITTEE
MONDAY, JANUARY 6, 2025, at 12:00 P.M.
FIRST FLOOR, CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

I. Approval of Minutes

Motion to approve the minutes of the November 4, 2024 meeting.

II. Vision Statement

III. Dashboard

IV. OB Metrics Review – Ms. Cottrell

V. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE QUALITY COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE ADMINISTRATIVE OFFICES AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6110. THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE. TO THE EXTENT OF SUCH DISCUSSION, A JOINT PUBLIC MEETING OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT, BOARD OF DIRECTORS EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE AND NORTH BREVARD MEDICAL SUUPORT, INC. SHALL BE CONDUCTED.

DRAFT
NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
QUALITY COMMITTEE

A regular meeting of the Quality Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on November 4, 2024, in Conference Room 2/3/4/5, First Floor. The following members were present.

Elizabeth Galfo, M.D., Chairperson
Robert L. Jordan, Jr., C.M.
Stan Retz, CPA
Herman A. Cole, Jr.
Ashok Shah, M.D. (12:08 p.m.)
Dan Aton
Billie Fitzgerald
Maureen Rupe
Billy Specht
Christopher Manion, M.D.
Nimish Naik, M.D. (12:06 p.m.)
Alphonse Pecoraro, M.D.
Aluino Ochoa, M.D., President/Medical Staff (12:11 p.m.)
George Mikitarian (non-voting)

Members absent:
None

CALL TO ORDER

Dr. Galfo called the meeting to order at 12:05 p.m.

REVIEW AND APPROVAL OF MINUTES

Discussion ensued and the following motion was made by Mr. Cole, seconded by Mr. Aton, and approved (12 ayes, 0 nays, 0 abstentions). Dr. Shah, Dr. Naik and Dr. Ochoa were not present at the time the vote was taken.

***ACTION TAKEN:* MOTION TO APPROVE THE SEPTEMBER 9, 2024 MINUTES OF THE QUALITY COMMITTEE, AS PRESENTED.**

VISION STATEMENT

Ms. Cottrell shared the committee's vision statement, which is to assure affordable access to safe, high quality patient care to the communities we serve.

QUALITY DASHBOARD REVIEW

Ms. Cottrell reviewed the Quality Dashboard discussing each indicator score as it relates to clinical quality and cost. Ms. Cottrell answered questions and received comments from committee members concerning the dashboard and her earlier discussion. Copies of the Power Point slides presented by Ms. Cottrell are appended to the file copy of these minutes.

CMS QUALITY REPORTING 2025

Ms. Cottrell reviewed the changes to the reporting requirements of CMS. Ms. Cottrell answered questions and received comments from committee members. The remaining measures will be reviewed at the next meeting. Copies of the Power Point slides presented by Ms. Cottrell are appended to the file copy of these minutes.

OTHER

There was no other business brought before the committee.

ADJOURNMENT

There being no further business, the Quality Committee meeting adjourned at 12:54 p.m.

Elizabeth Galfo, M.D.
Chairperson

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parrishhealthcare.com

Quality Agenda

January 6, 2025

1. Approval of Minutes
2. Vision Statement
3. Dashboard
4. Maternity Quality of Care

Quality Committee

Vision Statement

"Assure affordable access to safe, high quality patient care to the communities we serve."

Dashboard

Performance dashboard

Description	Definition	QTR	Rolling YTD	Goal
Stroke	Stroke management compliance	81%	83%	Goal: = 100%
Readmission	All cause 30-day readmissions	9.78% 35/354	9.98% 97/9992	Goal: ≤ 14.6%
Person Centered flow	emergency department throughput	205	219	Goal: ≤ 175 minutes
Person Experience	Top box HCAHPs domain score for overall rating	57.7%	60.6%	Target: ≥ 72%
Social Determinants of Health	Percent of patients screened	95%	94.5%	Target: 93%
Social Determinants of Health	Percent who screened positive	9.5%	11.4%	

Performance dashboard

Description	Definition	Rolling YTD	Goal
Heart Attack	30-day readmission rate	6.5% 7/107	Goal: < 14%
Heart Failure	30-day readmission rate	21.3% 46/216	Goal: < 20%
COPD	30-day readmission rate	12.5% 16/128	Goal: < 18%
Pneumonia	30-day readmission rate	22.9% 39/170	Goal: < 16%
Hip/Knee	30-day readmission rate	8.9% 8/89	Goal: < 4.5%
Combined	30-day readmission rate	16.3% 116/710	Goal: < 14%

Performance dashboard

Description	Definition	Rolling YTD	Days Since Last Infection	National Rate
CLABSI	Central Line Associated Bloodstream Infection	1.898	45 days	< 0.700
CAUTI	Catheter Associated Urinary Tract Infection	0.74	55 days	< 0.565
MRSA bacteremia	Hospital onset MRSA bacteremia	2.48	65 days	< 0.736
C. difficile infection	Hospital onset *C. difficile* infection	0.067	376 days	< 0.409
SSI	Combined Abdominal hysterectomy and colon procedures	0.777	338 days	< 0.876

Maternity Quality of Care

Quality Initiatives

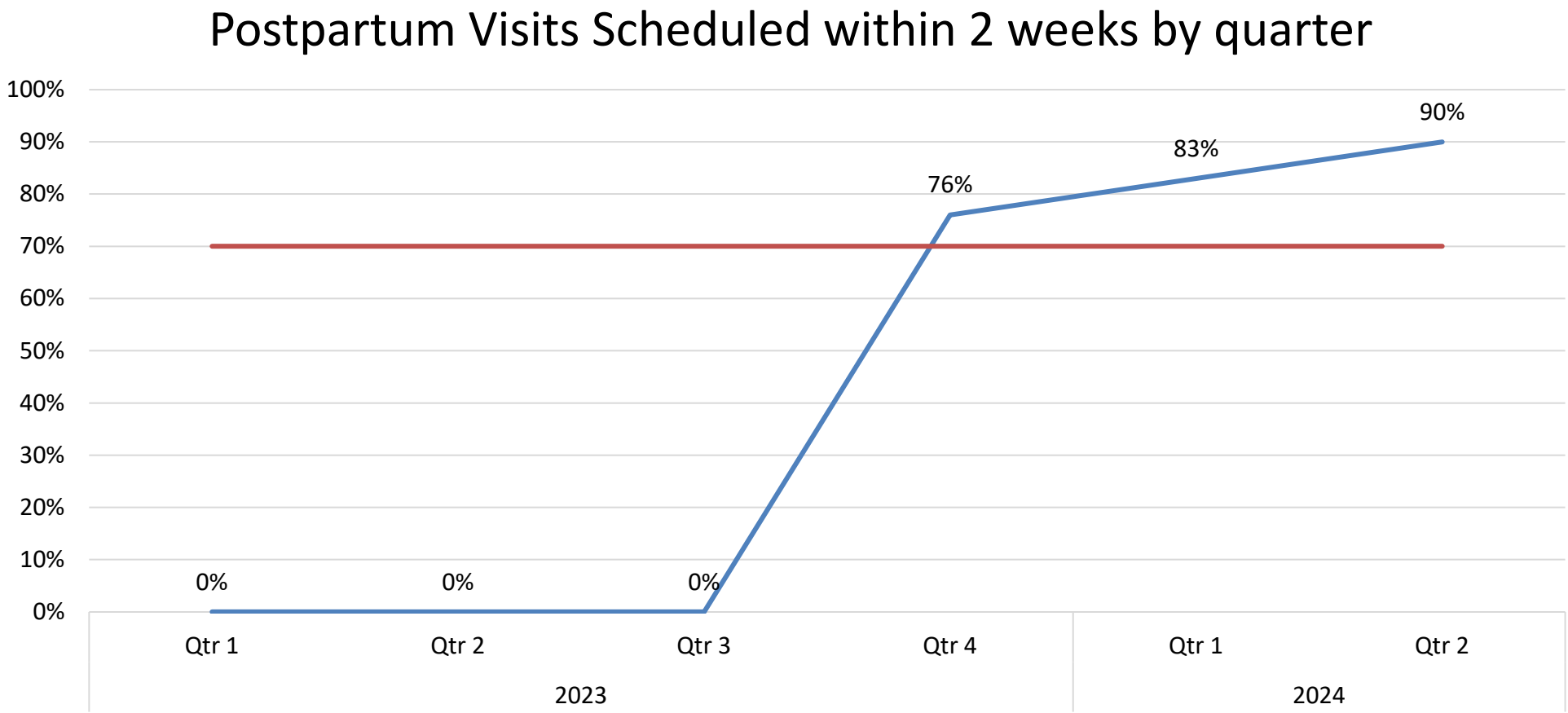
Florida Perinatal Quality Collaborative

Postpartum Access & Continuity of Care (PACC)

- Statewide collaborative recently completed June 2024
- Goals:
  1. Increase percent of patients with a 2-week postpartum visit scheduled prior to discharge by 20%
  2. Increase patient postpartum education by 20%
- Currently in sustainability phase

PACC
POSTPARTUM ACCESS & CONTINUITY OF CARE

Florida Perinatal Quality Collaborative



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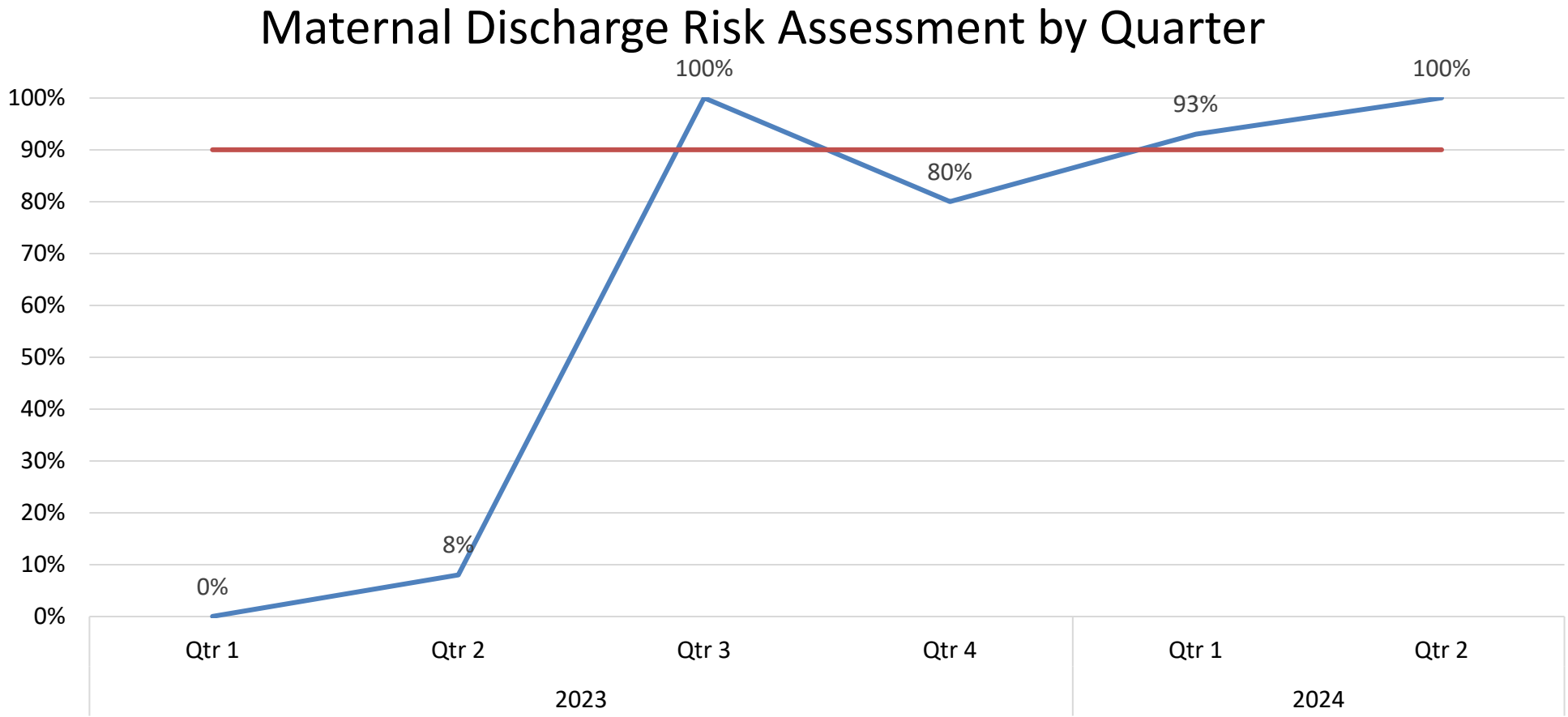
Florida Perinatal Quality Collaborative



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PACC

HOSPITAL ALL-STAR

FPQC PROUDLY AWARDS:

Parrish Medical Center

For achieving excellence across five quality measures in postpartum access and continuity of care

Lori Reeves	Margie Boyer	Julie DeCesare	John Caravello
FPQC Executive Director	FPQC Nurse Lead	FPQC Physician Lead	FPQC Physician Lead

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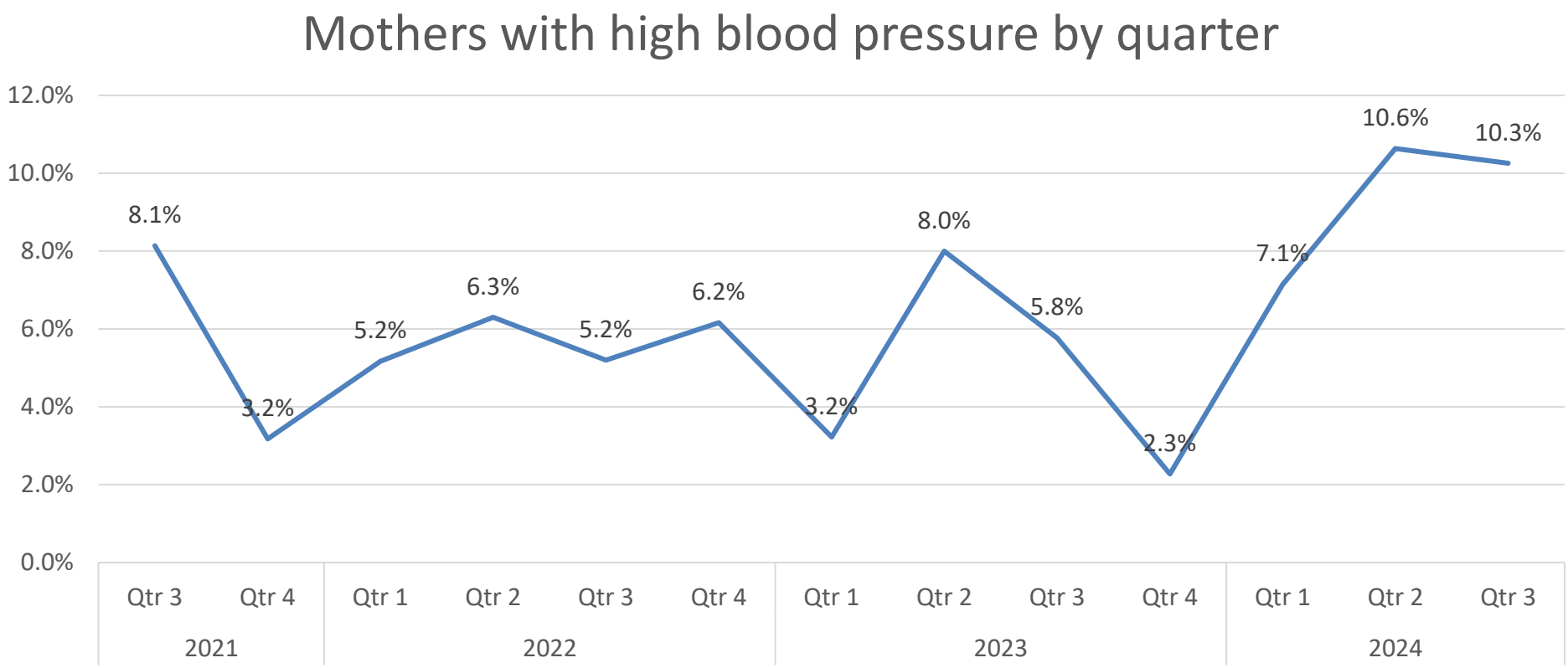
Florida Perinatal Quality Collaborative

Pregnancy-Related Optimal Management of Hypertension (PROMPT)

- Statewide collaborative October 2024-June 2026
- Goals:
- Increase by 20% the percentage of patients receiving:
  1. Timely treatment for persistent acute severe hypertension
  2. Appropriate discharge education and scheduled follow-up

PREGNANCY-RELATED PROMPT OPTIMAL MANAGEMENT OF HYPERTENSION

Maternal & Newborn Dashboards



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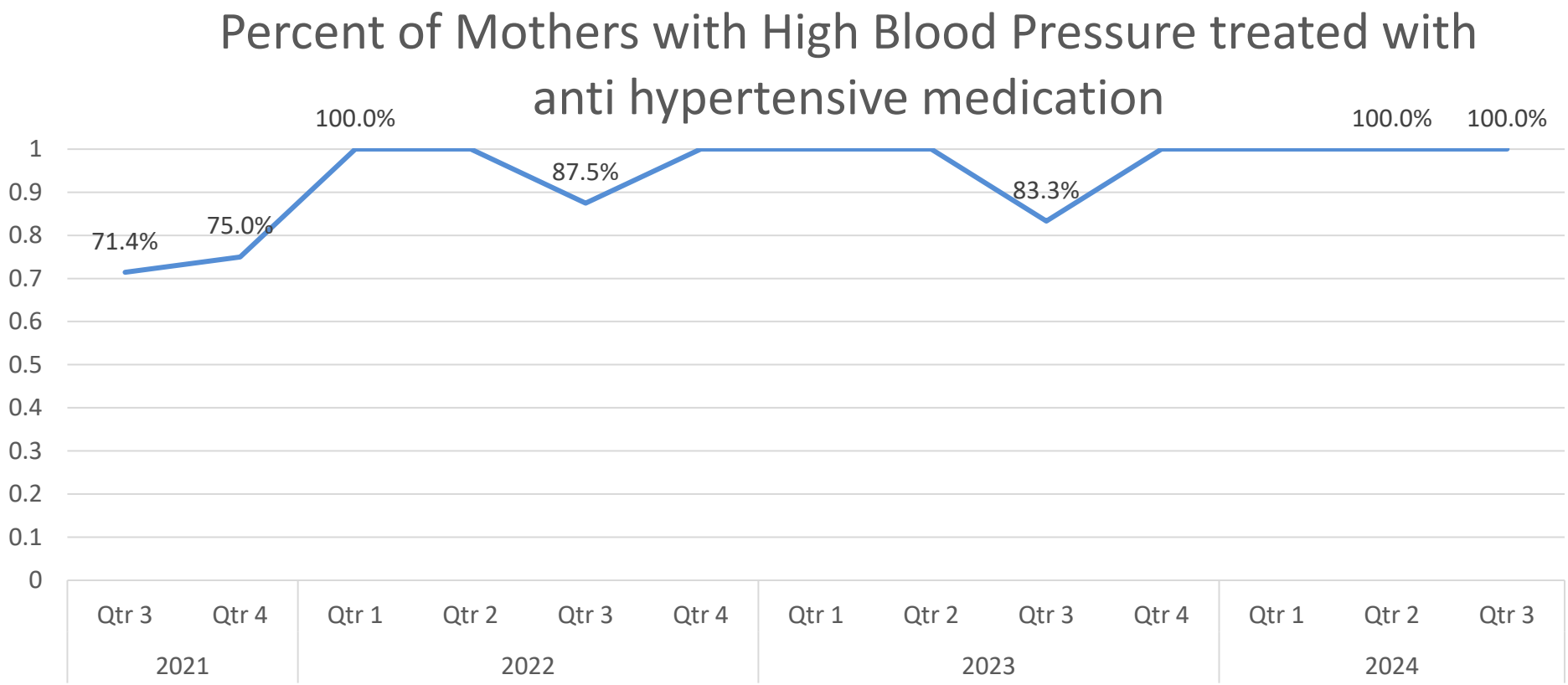
Maternal & Newborn Dashboards



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Awards

Blue Distinction Center+ Maternity Care

Florida Blue

Achieved designation 10/28/2024

Evaluated on:

- Use of evidence-based best practices for obstetric emergencies
- Offering unconscious bias training
- Participating in the regional Perinatal Quality Collaborative
- Having doula support
- Collecting race, ethnicity and language data
- Having a program dedicated to quality improvements in maternal care
- Running drills and simulations to prepare providers are prepared to deal with a range of obstetric emergencies
- Demonstrating improvement in health outcomes

2025 High Performing hospital for Maternity Care

U.S. News & World Report

Methodology is based on objective quality measures:

- C-section rates in lower-risk pregnancies
- Severe unexpected newborn complication rates
- Exclusive breast milk feeding rates
- Birthing-friendly practices
- Reporting on racial/ethnic disparities

New Providers

Parrish Healthcare Welcomes Raquel Justiniano-Gonzales, Licensed Midwife

Effective August 5, 2024

Raquel Justiniano-Gonzales

joins

Parrish Medical Group.

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Parrish Healthcare Welcomes Lara Molina, MD – OB/GYN

Effective August 20, 2024

Lara Molina, MD

joins

Parrish Medical Group

providing OB/GYN services.

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Parrish Healthcare Welcomes Rahul Lohana, MD

Effective December 2, 2024

Rahul Lohana, MD joins the OB/GYN team of Parrish Healthcare.

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Questions?

FINANCE COMMITTEE
Herman A. Cole, Jr. Chairperson
Stan Retz, CPA, Vice Chairperson
Robert L. Jordan, Jr., C.M., (ex-officio)
Billie Fitzgerald
Maureen Rupe
Dan Aton
Christopher Manion, M.D.
Aluino Ochoa, M.D., President/Medical Staff
George Mikitarian, President/CEO (non-voting)

FINANCE COMMITTEE MEETING
NORTH BREVARD COUNTY HOSPITAL DISTRICT OPERATING
PARRISH MEDICAL CENTER
MONDAY, JANUARY 6, 2025
FIRST FLOOR CONFERENCE ROOMS 2/3/4/5
(IMMEDIATELY FOLLOWING QUALITY COMMITTEE)

CALL TO ORDER

I. Approval of minutes.

***Motion*: To recommend approval of the November 4, 2024 meeting.**

II. Financial Review – Mr. Moehring

III. Pension Committee Membership Renewal for Chris McAlpine.

Motion: To recommend the Board of Directors approve the renewal of Pension Committee membership for Chris McAlpine for a three-year term from February 1, 2025 through January 31, 2028.

IV. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE FINANCE COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
FINANCE COMMITTEE

A regular meeting of the Finance Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on November 4, 2024, in Conference Room 2/3/4/5, First Floor. The following members, representing a quorum, were present:

Herman A. Cole, Jr., Chairperson
Stan Retz, Vice Chairperson
Robert Jordan, Jr., C.M.
Dan Aton
Maureen Rupe
Billie Fitzgerald
Christopher Manion, M.D.
Aluino Ochoa, M.D.
George Mikitarian (non-voting)

Member(s) Absent:
None

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Cole called the meeting to order at 1:08 p.m.

REVIEW AND APPROVAL OF MINUTES

Discussion ensued and the following motion was made by Mr. Jordan seconded by Mr. Aton and approved (8 ayes, 0 nays, 0 abstentions).

***ACTION TAKEN:* MOTION APPROVING THE SEPTEMBER 9, 2024, MEETING MINUTES OF THE FINANCE COMMITTEE OF THE BOARD OF DIRECTORS, AS PRESENTED.**

FINANCIAL REVIEW

Mr. Moehring summarized the September financial statements of the North Brevard County Hospital District and the year-to-date financial performance of the Health System. Mr. Moehring answered questions and received comments from the members of the committee.

ANDERSON FINANCIAL UPDATE

Mr. Tim Anderson presented a brief quarterly performance update concerning the investment performance and answered questions concerning pension reversion and Operating Funds.

ADJOURNMENT

There being no further business to come before the committee, the Finance Committee meeting adjourned at 1:36 p.m.

Herman A. Cole, Jr.,
Chairman

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Finance Committee

FYTD November 30, 2024 – Performance Dashboard

Indicator	FYTD 2025 Actual	FYTD 2025 Budget	FYTD 2024 Actual
ED Visits	4,975	5,206	5,101
IP Admissions	760	699	674
Surgical Cases	946	928	785
LOS	5.7	5.0	5.5
OP Volumes	14,669	15,479	14,131
Hospital Margin %	5.73%	10.71%	-2.40%
Investment Income $	$1.0 Million	$0.3 Million	$1.4 Million

EXECUTIVE COMMITTEE
Stan Retz, CPA, Chairman
Robert L. Jordan, Jr., C.M.
Herman A. Cole, Jr.
Elizabeth Galfo, M.D.
Maureen Rupe
George Mikitarian, President/CEO (non-voting)

DRAFT AGENDA
EXECUTIVE COMMITTEE
NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
MONDAY, JANUARY 6, 2025
FIRST FLOOR, CONFERENCE ROOM 2/3/4/5
IMMEDIATELY FOLLOWING FINANCE COMMITTEE

CALL TO ORDER

I. Approval of Minutes

Motion to approve the minutes of the November 4, 2024 meeting.

II. Reading of the Huddle

III. Attorney Report – Mr. Boyles

IV. Other

V. Executive Session (if needed)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
EXECUTIVE COMMITTEE

A regular meeting of the Executive Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on November 4, 2024, in Conference Room 2/3/4/5, First Floor. The following members were present:

Stan Retz, CPA, Chairman
Robert L. Jordan, Jr., C.M., Vice Chairman
Herman A. Cole, Jr.
Elizabeth Galfo, M.D.
Maureen Rupe
George Mikitarian (non-voting)

Members Absent:
None

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Retz called the meeting to order at 1:04 p.m.

CITY LIAISON

City Manager Larese provided the latest edition of Titusville Talking Points and addressed questions from the committee regarding the city of Titusville. The Executive Committee recessed at 1:08 p.m.

REVIEW AND APPROVAL OF MINUTES

The Executive Committee reconvened at 1:38 p.m. to continue its agenda. Discussion ensued and the following motion was made by Dr. Galfo, seconded by Mr. Cole, and approved (5 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: **MOTION TO APPROVE THE SEPTEMBER 9, 2024 MEETING MINUTES OF THE EXECUTIVE COMMITTEE OF THE BOARD, AS PRESENTED.**

READING OF THE HUDDLE

Dr. Galfo presented the Weekly Huddle.

ATTORNEY REPORT

Ms. Ramos shared that the committee meetings of the 2025 Legislative Session have started and GrayRobinson will monitor for any Special District legislation.

OTHER

There was no other business to come before the committee.

ADJOURNMENT

There being no further business to discuss, the committee adjourned at 1:42 p.m.

Stan Retz, CPA
Chairman

EDUCATION COMMITTEE
Billie Fitzgerald, Chairperson
Maureen Rupe, Vice Chairperson
Robert L. Jordan, Jr., C.M. (ex-officio)
Elizabeth Galfo, M.D., Chairperson
Billy Specht
Herman A. Cole, Jr.
Dan Aton
Stan Retz, CPA
Ashok Shah, M.D.
Aluino Ochoa, M.D.
George Mikitarian, President/CEO (Non-voting)

NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE
MONDAY, JANUARY 6, 2025
IMMEDIATELY FOLLOWING EXECUTIVE SESSION
FIRST FLOOR CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

I. Review and Approval of Minutes

Motion to approve the minutes of the November 4, 2024 meeting.

II. Ethics/ Sunshine Law – Ms. Ramos

III. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE EDUCATION COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

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NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
EDUCATIONAL, GOVERNMENTAL AND COMMUNITY RELATIONS COMMITTEE

A regular meeting of the Educational, Governmental and Community Relations Committee of the North Brevard County Hospital District operating Parrish Medical Center was held on November 4, 2024, at 1:51 p.m. in Conference Room 2/3/4/5, First Floor. The following members were present:

Billie Fitzgerald, Chairperson
Maureen Rupe, Vice Chairperson
Robert L. Jordan, Jr., C.M.
Dan Aton
Ashok, Shah, M.D.
Stan Retz, CPA
Herman A. Cole, Jr.
Aluino Ochoa, M.D.
Billy Specht
George Mikitarian (non-voting)

Member(s) Absent:
Elizabeth Galfo, M.D. (excused)

CALL TO ORDER

Ms. Rupe called the meeting to order at 1:51 p.m.

REVIEW AND APPROVAL OF MINUTES

The following motion was made by Mr. Jordan seconded by Mr. Cole, and approved (8 ayes, 0 nays, 0 abstentions).

ACTION TAKEN: **MOTION APPROVING THE MINUTES OF THE SEPTEMBER 9, 2024, EDUCATION COMMITTEE MEETING, AS PRESENTED.**

PARRISH MEDICAL CENTER | TEAMHEALTH VIDEO

The committee viewed a video highlighting the Gemba and Lean Six Sigma Workshop focused on solutions for ER Wait times. PMC Emergency Department Team is implementing new processes targeting the improvement for patient experience and high-quality patient outcomes in the Emergency Room.

OTHER

No other items were presented for consideration by the committee.

ADJOURNMENT

There being no further business to come before the committee, the Educational, Governmental and Community Relations Committee meeting adjourned at 1:57 p.m.

Billie Fitzgerald
Chairperson

PARRISH
MEDICAL CENTER

GRAYROBINSON

Government in the Sunshine Public Records Ethics:
A Briefing for the North Brevard County Hospital District Education Committee

January 6, 2025

PRESENTED BY

GrayRobinson, P.A.
Heather M. Ramos
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407.244.5670

Overview

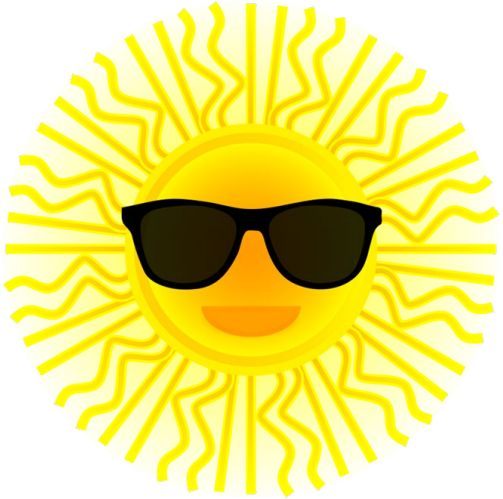
1. Government in the Sunshine Law – *Chapter 286, Fla. Stat.*
2. Public Records Law – *Chapter 119, Fla. Stat.*
3. Code of Ethics – *Part III of Chapter 112, Fla. Stat.*

Sunshine Law

Basic requirements

- Meetings must be **open** and **accessible** to the public.
- Meetings must be **noticed**.
- Written **minutes** must be taken.

§286.011 Florida Statutes



Sunshine Law

Applicable to:

- The NBCHD Board
- Committees of the Board

When such committees have been delegated "decision-making authority" as opposed to mere "information gathering or fact-finding authority."

Sunshine Law

Things to remember:

- If 2 or more board members need to discuss NBCHD related business, a meeting must be officially noticed.
- Do not call, text or e-mail each other on NBCHD related business – all discussions must be in an open, noticed meeting.
- You cannot have a person act as a "go-between".
- Whispering and passing notes at a noticed meeting could be considered an unnoticed meeting if discussing NBCHD business.
- Before, during, or once a meeting is adjourned, don't talk about NBCHD business.
- Members of the public must be provided an opportunity to address the board during the decision-making process, and before a decision is made.

Sunshine Law

Meetings do *not* include:

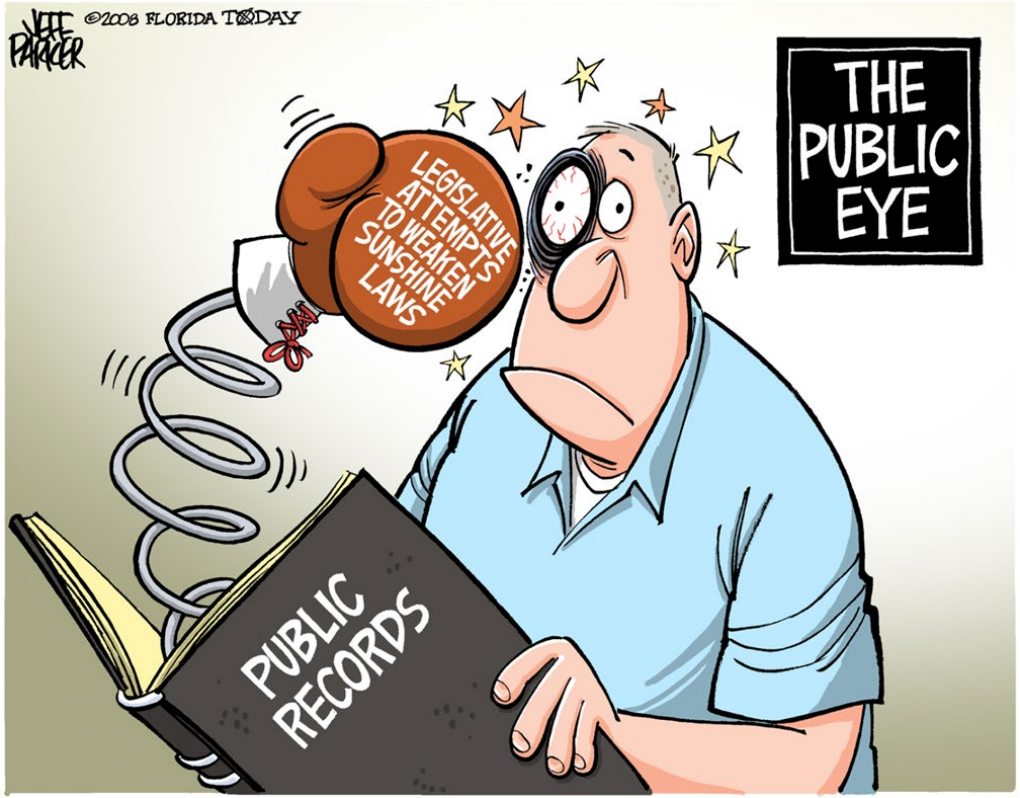
- Discussions with a County Commissioner
- Discussions with a City Council member (*Vice Mayor Cole?*)
- Discussions with state legislators
- Discussions with staff
- Discussions with another board member on matters that will never involve a vote of the NBCHD board

Sunshine Law

Permissible Closed Meetings:

- Litigation/Risk Management
- Peer review
- Labor negotiations
- Trade-secret discussions
- Terrorism-response planning
- Negotiations for competitive services
- “Strategic planning”

PUBLIC RECORDS LAW



Public Records Law

Important things to know:

- **Every** record made or received in connection with NBCHD business is a public record.
- If requested must be disclosed unless there is a statutory exemption such as active investigation records of the NBCHD's Inspector General.
- All NBCHD board members and NBCHD employees must permit inspection and copying of public records.
- Includes texts and emails made or received in connection with official business.
- Includes YouTube videos, Facebook and Instagram posts.

Public Records Law

Important things to know:

- Public records must be retained for certain periods of time.
- Public records can only be destroyed in accordance with a specific process under state law.
- The law applies to communications with residents, members of the public, employees, consultants, contractors and legal counsel, and others involving NBCHD business, ***even if it is on your private computer, laptop, or phone.*** It is the nature of the record – not the location.
- Purely personal e-mails are not public records, but there is no "expectation of privacy" for communications on a NBCHD-owned device.

Public Records Law

Important things to know:

- Public records include metadata.
- There is no "unfinished business" exemption – drafts and notes can be a public record.
- Public records requests may be verbal, written, e-mailed, by any person at any time for any or no reason.
- You cannot require the requester to provide his or her name, and he or she does not have to say why the records are requested.
- If you receive a public records request, let George know immediately.

Sunshine and Public Records Law

For violations of the law

- **The State Attorney or a Grand Jury can be involved**
- **Private parties can sue**
- Penalties can include:
  - Jail time – 1 year in jail for a knowing violation
  - Fines – $500 for an unintentional violation
  - Attorney's fees
  - Trial
  - Press coverage

CODE OF ETHICS

Code of Ethics

Today:

- "Code of Ethics for Public Officers and Employees" in Chapter 112, Part III of the Florida Statutes
- Parrish Policy on competing financial interests

Not ethics particular to hospitals:

- Medical ethics
- Patients' Bill of Rights
- HIPAA rules
- False-claims laws

Basic principle of Ethics in Florida

Legislative Intent – Part III of Chapter 112:

"It is declared to be the policy of the state that public officers and employees, state and local, are agents of the people and hold their positions for the benefit of the public. . . . promoting the public interest and maintaining the respect of the people in their government must be of foremost concern."

Ethics

Applies to:

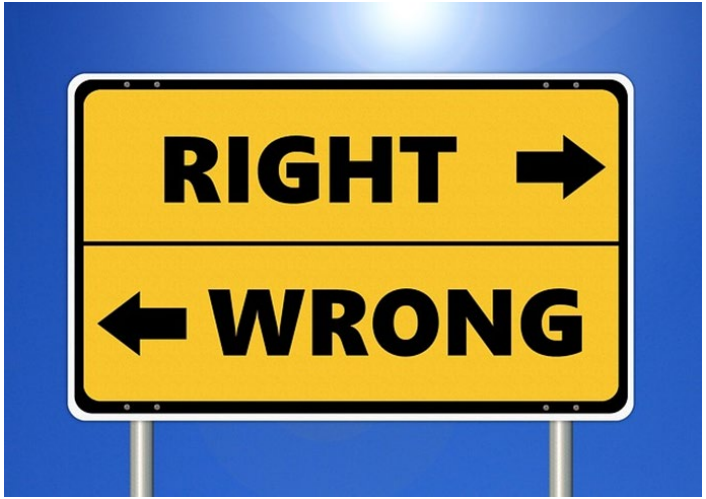
- NBCHD Board Members
- Committee members
- Certain employees

Ethics

The following is a **brief summary** of the Ethics Code. If you are in a situation where something may apply to you, please ask!

What to remember:

Do not use your position with NBCHD to secure anything special for yourself, your family, friends, or anyone else.



Ethics

Caution areas:

- **Doing business with NBCHD** –
  - you or your family should not do business with the NBCHD.
  - you or your family should not do business with a business or agency doing business with the NBCHD. [Sec. 112.313(3), Fla. Stat.]
- **Secondary employment** – there cannot be any conflict with your NBCHD position. You cannot take a job with a company doing business with the NBCHD. [Sec. 112.313(7), Fla. Stat.]
- **Using information** – Don't use information (now or in the future) which you learned from your position with the NBCHD to gain a special advantage for you or your family or anyone else. [Sec. 112.313(8), Fla. Stat.]

Ethics

Caution areas:

- **Honoraria** – you cannot accept a payment to speak or write for an organization. Reasonable expenses can be paid. [Sec. 112.3149, Fla. Stat.]
- **Nepotism** – you cannot hire, promote, or advocate for your relatives to get a job with NBCHD. [Sec. 112.3135, Fla. Stat.]

General Rules About Voting:

- You must vote on all NBCHD issues.
- Unless you have "conflict of interest" or there appears to be a "possible conflict of interest". [Sec. 286.012, Fla. Stat.]
- "Abstentions" are not allowed.

Voting Conflicts:

- Must disclose if, on *any* issue, the Board's vote would benefit…or hurt…
  - You
  - Your relative
  - Your business partner
  - Your employer
  - Your client/customer
  - The parent company, subsidiary company, or sister company of…
    - Your employer
    - Your client

Ethics

Voting conflict:

- MUST abstain:
  - conflict of interest
- MAY abstain:
  - appearance of a conflict of interest
- If you abstain for either reason, file Form 8B

FORM 8B MEMORANDUM OF VOTING CONFLICT FOR COUNTY, MUNICIPAL, AND OTHER LOCAL PUBLIC OFFICERS

LAST NAME—FIRST NAME—MIDDLE NAME	NAME OF BOARD, COUNCIL, COMMISSION, AUTHORITY, OR COMMITTEE
MAILING ADDRESS	THE BOARD, COUNCIL, COMMISSION, AUTHORITY OR COMMITTEE ON WHICH I SERVE IS A UNIT OF: ☐ CITY ☐ COUNTY ☐ OTHER LOCAL AGENCY
CITY COUNTY	NAME OF POLITICAL SUBDIVISION:
DATE ON WHICH VOTE OCCURRED	MY POSITION IS: ☐ ELECTIVE ☐ APPOINTIVE

WHO MUST FILE FORM 8B

This form is for use by any person serving at the county, city, or other local level of government on an appointed or elected board, council, commission, authority, or committee. It applies equally to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143, Florida Statutes.

Your responsibilities under the law when faced with voting on a measure in which you have a conflict of interest will vary greatly depending on whether you hold an elective or appointive position. For this reason, please pay close attention to the instructions on this form before completing the reverse side and filing the form.

INSTRUCTIONS FOR COMPLIANCE WITH SECTION 112.3143, FLORIDA STATUTES

A person holding elective or appointive county, municipal, or other local public office MUST ABSTAIN from voting on a measure which inures to his or her special private gain or loss. Each elected or appointed local officer also is prohibited from knowingly voting on a measure which inures to the special gain or loss of a principal (other than a government agency) by whom he or she is retained (including the parent organization or subsidiary of a corporate principal by which he or she is retained); to the special private gain or loss of a relative; or to the special private gain or loss of a business associate. Commissioners of community redevelopment agencies under Sec. 163.356 or 163.357, F.S., and officers of independent special tax districts elected on a one-acre, one-vote basis are not prohibited from voting in that capacity.

For purposes of this law, a "relative" includes only the officer's father, mother, son, daughter, husband, wife, brother, sister, father-in-law, mother-in-law, son-in-law, and daughter-in-law. A "business associate" means any person or entity engaged in or carrying on a business enterprise with the officer as a partner, joint venturer, coowner of property, or corporate shareholder (where the shares of the corporation are not listed on any national or regional stock exchange).

* * * * * * * * * * * * * * * *

ELECTED OFFICERS:

In addition to abstaining from voting in the situations described above, you must disclose the conflict:

PRIOR TO THE VOTE BEING TAKEN by publicly stating to the assembly the nature of your interest in the measure on which you are abstaining from voting; *and*

WITHIN 15 DAYS AFTER THE VOTE OCCURS by completing and filing this form with the person responsible for recording the minutes of the meeting, who should incorporate the form in the minutes.

* * * * * * * * * * * * * * * *

APPOINTED OFFICERS:

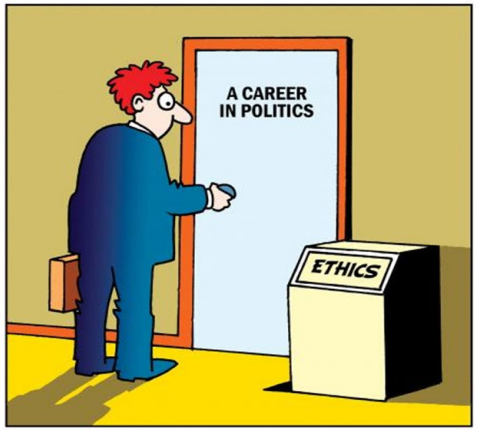
Although you must abstain from voting in the situations described above, you otherwise may participate in these matters. However, you must disclose the nature of the conflict before making any attempt to influence the decision, whether orally or in writing and whether made by you or at your direction.

IF YOU INTEND TO MAKE ANY ATTEMPT TO INFLUENCE THE DECISION PRIOR TO THE MEETING AT WHICH THE VOTE WILL BE TAKEN:

- You must complete and file this form (before making any attempt to influence the decision) with the person responsible for recording the minutes of the meeting, who will incorporate the form in the minutes. (Continued on other side)

Penalties *(employees, officers, candidates)*:

Impeachment, removal from office or employment, suspension, public censure, reprimand, demotion, reduction in salary level, forfeiture of one-third salary per month for twelve months, a civil penalty up to $10,000, restitution of any pecuniary benefits received, and triple the value of a gift from a political committee.



Parrish Policy

Competing Financial Interests:
You, a closely-related family member, or an entity related to you should not have a financial interest in a hospital competitor.

Anti-competitive Activity:
Don’t support or engage in a transaction or conduct benefitting a hospital competitor to the detriment of PMC or residents of the District.

GIFTS

Gifts

Caution areas:

- Taking gifts – taking anything of value for you or your family over $100 can be an ethics violation. [Sec. 112.3148. Fla. Stat.]

- Asking for gifts – don't ask people working with or associated with the NBCHD business for anything – vendor, lobbyist, customer, or anyone doing business with NBCHD. [Sec. 112.313(2), Fla. Stat.]
  - Who is a "vendor?" Any person or entity doing business with Parrish.
  - Who is a "lobbyist?" One who meets all the following tests:
    - ✓ a natural person,
    - ✓ who is being compensated,
    - ✓ who is trying or has tried to influence a decision of this Board or of the District or a Board member, and
    - ✓ the attempt to influence a decision has occurred in the past 12 months.

Gifts

Disclosure of gifts by you:

- Any gift which is accepted AND worth over $100
  - Exceptions:
    - Gifts from relatives
    - Prohibited gifts (*i.e.*, from lobbyists and vendors)

Gifts

Gifts disclosed … by lobbyists and vendors:

- All gifts to you worth over $25.
- Disclosed quarterly … by the lobbyist or vendor, not you.

FINANCIAL DISCLOSURE

Financial Disclosure

What is disclosed and where?

- **Form 1:** Certain assets and liabilities, sources of income, and certain other information.
- **Form 1F:** Financial disclosure statement … from January 1 to your last day in office.
- **Form 2:** All clients represented before a hospital district by your firm or you.
- Beginning in 2024, all forms are filed electronically with the Florida Commission on Ethics.

Sec. 112.3145, Fla. Stat.

Financial Disclosure

Penalties:

- Fail to file by July 1st: Delinquency notice.
- Fail to file, then, by September 1st: $25-per-day fine.
- Max fine: $1,500.

Note: The Commission on Ethics must notify Board members by email no later than June 1st of each year.

Sec. 112.3145, Fla. Stat.

Florida Commission on Ethics

- **Available for advice:** ethics / gifts / financial disclosure
- **Phone:** 850.488.7864
- **Website:** www.ethics.state.fl.us

Florida Commission on Ethics
"A Public Office is a Public Trust"

PARRISH
MEDICAL CENTER

GRAYROBINSON

Thank You! Questions?

Heather M. Ramos
GrayRobinson, P.A.
heather.ramos@gray-robinson.com
407.244.5670

DRAFT AGENDA
BOARD OF DIRECTORS MEETING - REGULAR MEETING
NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
JANUARY 6, 2025
NO EARLIER THAN 2:00 P.M.,
FOLLOWING THE LAST COMMITTEE MEETING
FIRST FLOOR, CONFERENCE ROOM 2/3/4/5

CALL TO ORDER

I. Pledge of Allegiance

II. PMC's Vision – *Healing Families – Healing Communities*

III. Secretary's Report and Election of Officers

IV. Approval of Agenda

V. Recognitions(s)

VI. Review and Approval of Minutes (November 4, 2024 Regular Meeting)

VII. Open Forum for PMC Physicians

VIII. Public Input and Comments***[1]

IX. Unfinished Business***

X. New Business***

A. **North Brevard Medical Support, Inc, Liaison Report –Mr. Retz**

B. **Resolution 490 North Washington Avenue and vacant lot**

Motion: To approve the Resolution of the Board of Directors of the North Brevard County Hospital District directing management to negotiate the provision of radiation oncology services and to prepare the sale and leaseback agreements for the property owned by the District and located at 490 North Washington Avenue Titusville, Florida and the vacant lot located on North Deleon Avenue Titusville, Florida."

XI. Medical Staff Report Recommendations/Announcements

A. 2025 Medical Staff Officers (memo included)

XII. Public Comments (as needed for revised Consent Agenda)

XIII. Consent Agenda***

A. **Finance**

1. **Motion to recommend to the Board of Directors approve the renewal of Pension Committee membership for Chris McAlpine for a three-year term from February 1, 2025, through January 31, 2028.**

. ***1 Pursuant to PMC Policy 9500-154:

- non-agenda items – 3 minutes per citizen
- agenda items for board action -- 3 minutes per citizen, permitted prior to board discussion for regular agenda action items and prior to board action on consent agenda
- 10 minute total per citizen
- must be related to the responsibility and authority of the board or directly to an agenda item [see items marked ***]

XIV. Committee Reports

A. Quality Committee

B. Budget and Finance Committee

C. Executive Committee

D. Educational, Governmental and Community Relations Committee

E. Planning, Physical Facilities & Properties Committee

XV. Process and Quality Report – Administration

A. Other Related Management Issues/Information

1. Update on Legal Matters – Mr. Mikitarian

B. Hospital Attorney - Mr. Boyles

XVI. Other

A. Monthly Media Report (memo included)

XVII. Closing Remarks – Chairman

XVIII. Executive Session (if necessary)

ADJOURNMENT

NOTE: IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, HE/SHE WILL NEED A RECORD OF PROCEEDINGS AND, FOR SUCH PURPOSES, MAY NEED TO ENSURE A VERBATIM RECORD OF THE PROCEEDINGS IS MADE AND THAT THE RECORD INCLUDES TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

PERSONS WITH A DISABILITY WHO NEED A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE ADMINISTRATIVE OFFICES AT 951 NORTH WASHINGTON AVENUE, TITUSVILLE, FLORIDA 32796, AT LEAST FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING. FOR INFORMATION CALL (321) 268-6110.

THIS NOTICE WILL FURTHER SERVE TO INFORM THE PUBLIC THAT MEMBERS OF THE BOARD OF DIRECTORS OF NORTH BREVARD MEDICAL SUPPORT, INC. MAY BE IN ATTENDANCE AND MAY PARTICIPATE IN DISCUSSIONS OF MATTERS BEFORE THE NORTH BREVARD COUNTY HOSPITAL DISTRICT BOARD OF DIRECTORS.

ANY MEMBER OF THE PUBLIC THAT WILLFULLY INTERRUPTS OR DISTURBS A MEETING OF THE BOARD OF DIRECTORS IS SUBJECT TO REMOVAL FROM THE MEETING BY AN OFFICER AND SUCH OTHER ACTIONS AS MAY BE DEEMED APPROPRIATE AS PROVIDED IN SECTION 871.01 OF THE FLORIDA STATUTES.

DRAFT
NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING
PARRISH MEDICAL CENTER
BOARD OF DIRECTORS – REGULAR MEETING

A regular meeting of the Board of Directors of the North Brevard County Hospital District operating Parrish Medical Center (the District) was held at 2:07 p.m. on November 4, 2024 in Conference Room 2/3/4/5, First Floor. The following members were present:

Robert L. Jordan, Jr., C.M., Chairperson
Stan Retz, Vice Chairperson
Herman A. Cole, Jr.
Elizabeth Galfo, M.D.
Ashok Shah, M.D. (2:08 p.m.)
Dan Aton
Maureen Rupe
Billie Fitzgerald
Billy Specht

Member(s) Absent:
None

A copy of the attendance roster of others present during the meeting is appended to the file copy of these minutes.

CALL TO ORDER

Mr. Jordan called the meeting to order at 2:07 p.m. and determined a quorum was present per Article 1.1.4 of the District Bylaws.

PLEDGE OF ALLEGIANCE

Mr. Jordan led the Board of Directors, staff and public in reciting the Pledge of Allegiance.

PMC'S VISION – *Healing Families – Healing Communities®*

Mr. Jordan led the Board of Directors, staff and public in reciting PMC's Vision – *Healing Families – Healing Communities®.*

APPROVAL OF MEETING AGENDA

Mr. Jordan requested approval of the meeting agenda in the packet as revised. Discussion ensued and the following motion was made by Mr. Cole, seconded by Dr. Galfo, and approved (8 ayes, 0 nays, 0 abstentions). Dr. Shah was not present at the time the vote was taken.

***ACTION TAKEN*: MOTION APPROVING THE REVISED MEETING AGENDA OF THE BOARD OF DIRECTORS OF THE DISTRICT AS PRESENTED.**

RECOGNITIONS

There were no recognitions.

REVIEW AND APPROVAL OF MINUTES

Discussion ensued and the following motion was made by Mr. Cole, seconded by Dr. Galfo, and approved (8 ayes, 0 nays, 0 abstentions).

***ACTION TAKEN:* MOTION APPROVING THE MINUTES OF THE SEPTEMBER 9, 2024, SPECIAL MEETING OF THE BOARD OF DIRECTORS OF THE NORTH BREVARD COUNTY HOSPITAL DISTRICT DBA PARRISH MEDICAL CENTER, AS PRESENTED.**

OPEN FORUM FOR PMC PHYSICIANS

There were no physician comments.

PUBLIC COMMENTS

There were no public comments.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

There was no new business.

MEDICAL STAFF REPORT RECOMMENDATIONS/ANNOUNCEMENTS

There were no recommendations or announcements.

CONSENT AGENDA

No items.

COMMITTEE REPORTS

Quality Committee

Dr. Galfo reported all items were covered during the Quality Committee meeting.

Finance Committee

Mr. Cole reported all items were covered during the Finance Committee meeting.

Executive Committee

Mr. Retz reported all items were covered during the Executive Committee meeting.

Educational, Governmental and Community Relations Committee

Ms. Fitzgerald reported that all items were covered during the Educational, Governmental and Community Relations Committee meeting.

Planning, Physical Facilities and Properties Committee

Mr. Jordan reported the Planning, Physical Facilities and Properties Committee did not meet.

Process And Quality Report

Mr. Mikitarian referenced the email regarding this year's Pay for Performance, noting that approximately $ 1 million will be spent on employee increases related to performance reviews. Mr. Mikitarian added this was great news and shared his appreciation to the Board for their support.

Hospital Attorney

Legal counsel had no further report.

OTHER

There was no other business to come before the Board.

CLOSING REMARKS

There were no closing remarks.

ADJOURNMENT

There being no further business to discuss, the Parrish Medical Center Board of Directors meeting adjourned at 2:12 p.m.

Robert L. Jordan, Jr., C.M.
Chairman

NORTH BREVARD COUNTY HOSPITAL DISTRICT
OPERATING PARRISH MEDICAL CENTER
MEDICAL EXECUTIVE COMMITTEE MEETING – REGULAR SESSION MINUTES
December 17, 2024 @ 5:30pm

Present: C. Rajan, DO, A. Ochoa, MD, C. Fernandez, MD, M. Navas, MD, G. Mikitarian, J. Zambos, MD, R. Patel, MD

Absent: L. Stuart, MD, P. Carmona, MD, C. McAlpine, K. Patel, MD, B. Mathews, MD, C. Manion, MD, C. Jacobs, MD, H. Cole

A meeting of the Medical Executive Committee of the North Brevard County Hospital District operating Parrish Medical Center was called to order on December 17, 2024 at 5:30pm in the Conference Center. A quorum was determined to be present.

CALL TO ORDER.

Dr. Ochoa called the meeting to order at 5:36 pm.

I. REVIEW AND APPROVAL OF MINUTES

Motion to approve the Regular Session minutes of November 19, 2024 as written and distributed ***was made by C. Rajan, DO, seconded by C. Fernandez, MD. and unanimously approved.***

2. **Old Business:** None

3. New Business:

Email request, K. Patel, MD please table the consent agenda, edits are required.

MOTION TO TABLE THE CONSENT AGENDA was made by J. Zambos, MD, seconded by R. Patel, MD and unanimously approved.

4. Report from Administration: None

5. Report from the Board: None

6. Reports & Committees:

- Quality Committee - Board of Directors Minutes, October 7, 2024
- Regular Session – Board of Directors Minutes, October 7, 2024

Entered into the minutes as written and distributed.

Adjournment: There being no further business the meeting adjourned at 5:41pm. Next meeting, January 21, 2025.

Aluino Ochoa, MD	**Christopher Manion, MD**
President, Medical Staff	**Secretary/Treasurer, Medical Staff**

RESOLUTION OF THE
BOARD OF DIRECTORS OF THE
NORTH BREVARD COUNTY HOSPITAL DISTRICT
APPROVING NEGOTIATING THE SALE AND LEASEBACK OF
MEDICAL OFFICE BUILDING AND OF BUSINESS RELATIONSHIPS
AND AGREEMENTS REGARDING RADIATION ONCOLOGY SERVICES

The Board of Directors of North Brevard County Hospital District, d/b/a Parrish Medical Center, at a public meeting duly called and held, at which a quorum was present, hereby adopts the following recitals and resolutions:

Whereas, the North Brevard County Hospital District (the "District") owns a medical office building located at 490 North Washington Avenue, Titusville, Florida, and a vacant lot located on North Deleon Avenue in Titusville, Florida (together, the "Subject Property"); and

Whereas, the Board of Directors of the District (the "Board") believes it is in the best interest of the health and welfare of the citizens of North Brevard County, Florida to have Radiation Oncology Services available in North Brevard County to be readily accessed by the citizens of North Brevard County; and

Whereas, the Board wishes to develop business relationships for the provision of such Radiation Oncology Services in North Brevard County, which will be staffed with qualified healthcare providers; and

Whereas, the Board finds it is in the best interest of the District and its citizens to develop agreements concerning the sale and leaseback of the Subject Property; and

Whereas, the Board wishes to authorize management and/or the officers of the District to negotiate and develop such agreement(s) and business relationships.

Now, therefore, be it

Resolved, that the Board hereby incorporates the above recitals and further approves a resolution of the Board authorizing management and/or the officers of the District to proceed in developing an agreement or agreements concerning the sale and leaseback of the Subject Property to be presented to the Board for final approval; and further

Resolved, that the Board hereby approves a resolution of the Board authorizing management and/or the officers of the District to proceed with the negotiation of business relationships for the provision of Radiation Oncology Services to be located at the Subject Property to be presented to the Board for final approval; and further

Resolved, that any and all actions taken by management and/or any officer or director of the District in connection with the actions contemplated herein are authorized, ratified, confirmed and approved in all respects; and further

Resolved, that this Resolution takes effect immediately upon its adoption.

PASSED, APPROVED AND ADOPTED on _____.

BOARD OF NORTH BREVARD COUNTY
HOSPITAL DISTRICT

By:_____
Robert L. Jordan Jr., CM Chairman

ATTEST:

By:_____
Elizabeth Galfo, MD, Secretary

2025 Parrish Healthcare Medical Staff Officers

Aluino Ochoa, MD, President

Kevat Patel, MD, President Elect

Christopher Manion, MD, Secretary/Treasurer

Ramesh Patel, MD, Member at Large

Matthew Musto, DO, Member at Large

John Zambos, Chair, Department of Surgery

Kevat Patel, MD, Chair, Department of Medicine

Cassandra Fernandez, MD, Chair, Department of Diagnostics

Manuel Navas, MD, Department of Women & Children

Christopher Rajan, DO, Emergency Medicine Section Chief

Christopher Manion, MD, Family Medicine Section Chief

Aluino Ochoa, MD, Critical Care Section Chief

Christopher Jacobs, MD, Anesthesiology Section Chief

Lauren Stuart, MD, Pediatrics Section Chief

Pedro Carmona, MD, Pathology Section Chief

PARRISH HEALTHCARE

MONTHLY MEDIA REPORT – November 2024

Please note: where you see "impressions" the figure refers to the number of homes or individuals exposed to a message from Parrish Healthcare. The figure is calculated using circulation numbers as reported by the various publishers (where available) multiplied by the number of times PMC was mentioned, pictured, or number of times an advertisement ran in a month.

	Estimated Impressions
Print Advertising/Impressions	**520,125**
Brevard Business News (40,000/issue – Contact: Adrienne Roth)	***120,000***

- 11.4.24 – Full Page (Dancing in the Moonlight Gala – Thank you Ad; In-kind)
- 11.11.24 – Full Page (Gift of Light)
- 11.25.24 – Full Page (Gift of Light and Support Group Events)

Happenings (5,500/issue – Contact: Randy) ***11,000***

- 11.2024 – Full Page Back Cover (Gift of Light)
- 11.2024 – Full Page (Support Group Events – Fall Ver. 2))
- 11.2024 – Cover Ad (PMG Dr. Barbarawi, New Doctor)
- 11.29.23 – Full Page (Support Group Events)

Hometown News (14,725/issue – Contact: Rodney Bookhardt) ***73,625***

- 11.1.24 – Full Page (Oncology General)
- 11.8.24 – Full Page (Gift of Light)
- 11.15.24 – Full Page (PMG New Providers)
- 11.22.24 – Full Page (Gift of Light)
- 11.29.24 – Full Page (Gift of Light)

Florida Today (50,000/issue – Contact: Local IQ) ***150,000***

- 11.07.24 – Half Page (Oncology General)
- 11.14.24 -Half Page (Gift of Light)
- 11.24.24 – Full Page (Gift of Light)

Investing in Your Health Today* – (25,000/edition – Contact: Barbara Rhoden)** ***25,000

- 11.15.24 – Full Page (Gift of Light)
- 11.15.24 – Full Page (Oncology General)
- 11.15.24– Full Page (Mammo Myths Version B)

Space Coast Living – (10,000/edition – Contact: Lori Weisman) **NA**

- 11.2024 – No ads due in November

Space Coast Daily (60,00/edition – Contact: Giles Malone) ***NA***

- 11. 2024 – No Ads due in November

Ebony News (25,000/edition – Contact: Barbara Rhoden) ***25,000***

- 11.2024 – Half-Page (Where Hope Meets Healing)

The Great Outdoors – Happenings (3,500/edition – Contact: Greg Wostrel) ***10,500***

- 11.1.24 – Full Page (Oncology General)
- 11.15.24 – Full Page (Gift of Light)
- 11.29.24 – Full Page (Gift of Light)

Savings Safari (51,000/edition – Contact: Barbara Strickland) ***101,000***

- 11.12.24 – 8 ½ x 11 (Gift of Light)
- 11.12.24 – 8 ½ x 11 (Support Groups)
- 11.26.24 – 8 ½ x 11 (Gift of Light)
- 11.26.24 – 8 ½ x 11 (Support Groups)

Lifetimes Newsletter (Circulation Varies) ***NA***

- Fall 2024 – Pending Completion/Mailing Dec. 2024

Titusville Playhouse – Playbill (Circulation Varies) ***4,000***

- 11.2024 – Gift of Light (What a Wonderful World, Nov 29-20)
- 11.2024 – Spot Light on Exceptional Care (Anastasia, Nov 1 – 17)

Digital Ad Impressions	**102,841**

WFTV.com

- Impressions: 52,672
- Clicks: 1636
- CTR: 97.32%

WFTV-OTT (Over the Top)

- Impressions: 28,831
- Video Completes: 28,495
- Video Completion Rate: 98.83%

Spectrum Reach (Streaming and TV)

- Impressions: 21,338
- Video Completes: 19,723
- Video Completion Rate: 97.70%

Social Media Channels	**132,530**

Facebook:

- ***Parrish:*** *Reach – 122,629; Followers – 7,267*
- ***The Children's Center:*** *Reach –364; Followers – 89*
- ***Parrish Health & Wellness:*** *Reach – 2,327; Followers – 146*

Instagram: *Reach –3,449; Total Followers -646*
X (Twitter): *Followers -252*
LinkedIn: *Followers – 3509; Impressions –3,649*
YouTube:

- Total Views: **704**
- Total Subscribers: **463**
- New Subscribers: **8**

Top 5 YouTube Videos (total video views Nov: 676):

- Alzheimer's SOS: Vascular Dementia: **201**
- PMC Center Emergency Department Creating Solutions for ER Performance: **94**
- The DAISY Foundation Welcomes Parrish Medical Center: **52**
- Parrish Healthcare Honor Walk: **45**
- Cyberchondria: **33**

TV Impressions	**3,061,100**

Station	Spots	Impressions
WFTV	70	2,753,800
WRDQ	159	307,300
Total	**229**	**3,061,100**

Commercials that Ran:

Service Line	Title	ISCI	Impressions (000) A18+
Oncology	Oncology :10	PHCLUNGCANCER10	35.7
Oncology	Oncology :10	PHCONC2210	106.5
Oncology	Oncology :15	PHCONC2215	300.7
Oncology	Oncology :10	PHCONCO10	89
Oncology	Oncology :15	PHCONCO15	167.6
Oncology	Oncology :30	PHCONCO30	1087.6
Robotics	Robotics :60	PHCVELYSJAMIE60	23.5
Robotics	Robotics :120	PHCVELYSJAMIE120	18.1
FAMILY FEUD			789.2
SQUEEZEBACK			203.6
WFTV NEWS RELEASE			94.8
WFTV.COM STREAMING NEWS RELEASE			94.8
WRDQ NEWS RELEASE			50
Grand Total			**3,061.1**

Outdoor Advertising/Billboard/Bus Impressions	**1,819,395**

Billboards (Lamar – Contact: Jennifer Rzepiejewski, Clear Channel – Contact: Joe Schmitt):

Lamar – 4 Billboards (Messages & Locations) ***457,204***

- US1/Washington Ave (*Cardiology)*
- US1 @ Blacks Rd. (*Cardiology)*
- US1- Sharpes (Cardiology)
- US1 N of 528 *(Labor & Delivery)*

Clear Channel – 17 Billboards (Message & Location) ***1,362,191***

- US 1 WS 3.2mi N/O SR 528 F/N – 1, Cocoa; 81,829
- Grissom Pkwy NS 1mi W/O Industry Rd F/E – 2, Cocoa; 47,988
- US 1 ES 1.5mi N/O SR 528 F/S – 2; 107,258
- US 1 WS 1.3mi N/O SR 406 Garden St F/N – 2; 96,930
- US 1 WS 1.3mi N/O SR 406 Garden St F/S – 1; 75,254
- US 1 WS 1.5mi N/O SR 406 Garden St F/S – 1; 75,506
- US 1 WS 1.5mi N/O SR 406 Garden St F/N – 2; 92,942
- US 1 WS 0.2mi S/O SR 50 F/S – 1; 77,766
- US 1 WS 0.7mi N/O SR 528 F/N – 2; 108.105
- US 1 ES 2.7mi N/O SR 528 F/S – 2; 97,000
- US 1 WS 3.3mi N/O SR 528 F/S – 1; 76,697
- SR 405 SS 0.5mi W/O SR 407 F/W – 1; 76,193
- SR 405 SS 0.5mi W/O SR 407 F/E – 2; 63,925
- US 1 WS 2.3mi S/O SR 405 F/N – 2; 84,413
- US 1 WS 2.3mi S/O SR 405 F/S – 1; 77,547
- US 1 WS 1.4mi S/O SR 405 F/S – 2; 65,656
- US 1 WS 1.4mi S/O SR 405 F/S – 1; 57,181

Bus Wraps (Clear Channel – Contact: Joe Schmitt): Not audited by Geopath and no estimate at this time when data will be available.

- Bus 1 (MEL0012222)
- Bus 2 (1086572-MEL)

Summary of Total Impressions	**5,635,991**

News Releases Issued By Parrish	**122,000**

Brevard Business News (40,000/issue)

- 11.2024 – Happenings (Parrish healthcare and Marine Resources Council Share Commitment to Restoring Indian River Lagoon and Protecting Public Health)
- 11.1.24 – Happenings (Parrish Healthcare Recognized for Higher Quality and Cost-Efficiency in Maternity Care); and (VenPaca Café Soon to Open Third Location Inside Parrish Healthcare Center in Port St. John) **** (5,500)**
- 11.1.24 – FT (Jess Parrish Medical Foundation elects Lugo as Board Chair) ****(50,000)**
- 11.7.24 – FT (Stay Heart-Healthy: Expert Advice and Where to Go for Care)
- 11.8.24 – Happenings (Be a part of Something Special. Be a Parrish Care Partner!) **** (5,500)**

- 11.11.24 – BBN (JPMF Elects Lugo as New Board Chair)
- 11.15.24 – Happenings (JPMF Exceeds Fundraising Goal at Dancing in the Moonlight Gala); (JPMF Accepting Scholarship Applications for Students Pursuing Career in Healthcare); and (Be a part of Something Special. Be a Parrish Care Partner!) **** (5,500)**
- 11.18.24 – BBN (VenPaca Café in Titusville expands to 3rd location inside Parrish Healthcare in PSJ) **** (50,000)**
- 11.22.24 – Happenings (Be a part of Something Special. Be a Parrish Care Partner!) **** (5,500)**
- 11.25.24 – BBN (Parrish Medical Foundation Dancing in the Moonlight a Big Success; Raises More than $125,000)
- 11.29.24 – Happenings (Gift of Light)

****Editions not included under Print Advertising/Impression section**

News Releases Issued by Others **NA**

- 11. 2024 – No News Releases by Others in November

Creative Examples

INCLUDE GRAPHICS HERE OF ADS FOR THE MONTH

THURSDAY, DECEMBER 5TH
5:30 to 7:30 PM
Gift of Light
Join Parrish Medical Center for our FREE annual holiday community celebration!
PARRISH MEDICAL CENTER
PARRISH HEALTHCARE
All proceeds benefit
Jess Parrish Medical Foundation

THURSDAY, DECEMBER 5TH
5:30-7:30 PM
Gift of Light
HONOR A LOVED ONE
Start the season with holiday entertainment, a spectacular tree lighting and dazzling fireworks!
Join Parrish Medical Center for our FREE Annual Holiday Community Celebration! Honor a loved one by placing a light on our holiday tree.
★ Hot Chocolate and Baked Goods
★ Face Painting
★ Kid-Friendly Holiday Crafts
★ Musical Entertainment and Dance Performances
★ Photos with Santa and Mrs. Claus
★ Food Trucks (Available beginning at 4:30 PM)
For more information visit parrishhealthcare.com/giftoflight
Presenting Sponsor
Josh & Laura Norris
All proceeds benefit Jess Parrish Medical Foundation
PARRISH MEDICAL CENTER
PARRISH HEALTHCARE
Honor a loved one by placing a light on our 30-foot holiday tree! To purchase a light please call 321-269-6266, or visit parrishmedfoundation.com/donate
Healing Families—Healing Communities®

PARRISH HEALTHCARE CANCER PROGRAM
Commission on Cancer® ACCREDITED PROGRAM
WHERE HOPE MEETS HEALING
Experience and compassion play a vital role in cancer care. At Parrish Healthcare, we combine hope with a focus on patient-centered care, advanced clinical expertise and exceptional medical professionals. We bring hope, healing and complete care to our patients in the Brevard community and surrounding regions.
Visit parrishhealthcare.com/oncology
PARRISH HEALTHCARE | ONCOLOGY
parrishhealthcare.com
Cleveland Clinic Connected
Healing Families—Healing Communities®

Your New Cardiologist

Mahmoud Barbarawi, MD

Dr. Barbarawi's expertise lies in interventional cardiology, vascular medicine and endovascular intervention. He provides specialized care for patients with cardiac disease as well as venous and arterial peripheral vascular disease.

PARRISH HEALTHCARE CENTER
5005 Port St. John Parkway
Suite 2300
Port St. John, FL 32927
Phone: 321-268-6868

PARRISH HEALTHCARE CENTER
825 Century Medical Drive
Suite A
Titusville, FL 32796
Phone: 321-633-8660

PARRISH MEDICAL GROUP
PARRISH HEALTHCARE

For more information visit parrishhealthcare.com/barbarawi

Medicare, Medicaid and most insurances accepted.
parrishmedgroup.com

PARRISH MEDICAL GROUP

Introducing Our Newest Providers

OFFICE LOCATIONS

PARRISH HEALTHCARE CENTER PORT ST. JOHN
5005 Port St. John Parkway
Port St. John, FL 32927
Phone: 321-433-2247

PARRISH HEALTHCARE CENTER TITUS LANDING
250 Harrison Street
Titusville, FL 32780
Phone: 321-433-2247

For more information, please visit parrishhealthcare.com

PARRISH MEDICAL GROUP
PARRISH HEALTHCARE

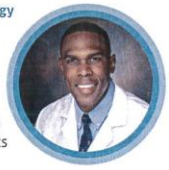
Mahmoud Barbarawi, MD (Board Certified) | Cardiology

Dr. Barbarawi's expertise lies in interventional cardiology, vascular medicine and endovascular intervention. He provides specialized care for patients with cardiac disease as well as venous and arterial peripheral vascular disease. He has made significant contributions to more than 60 research publications and has presented numerous articles at national conferences.

Rahul Chaudhari, MD (Board Certified) | Gastroenterology

Dr. Chaudhari specializes in gastroenterology, hepatology and nutrition. He has been practicing medicine since 2011 after completing medical school in India, where he then began his internal medicine residency. Dr. Chaudhari finds all aspects of gastroenterology intriguing, but has a particular interest in gastrointestinal motility disorders and nutrition.

Andre Gabriel, MD (Board Certified) | Interventional Cardiology



Dr. Gabriel is an interventional cardiologist with specialized training in all aspects of vascular disease. He is board certified in internal medicine, cardiovascular disease, echocardiography and nuclear cardiology. His decision to pursue both general cardiology and interventional cardiology stems from his desire to proactively prevent illness and provide necessary treatments when required.

Lara Gabas Molina, MD | Obstetrics and Gynecology

Lara Gabas Molina is an obstetrician and gynecologist with more than 15 years of experience caring for women. Dr. Molina holds a Junior Fellowship with The American College of Obstetricians and Gynecologists. She possesses the knowledge, skills and expertise in the medical and surgical care of the female reproductive system. Dr. Molina articulates well in English, Spanish and Portuguese.

Medicare, Medicaid and most insurances accepted.

PARRISH HEALTHCARE COMMUNITY SUPPORT GROUPS SCHEDULE

Amputee Support Group of Titusville
Meets the second Tuesday monthly, 3-4:30 PM
Parrish Healthcare Center, Manatee Conference Room 5005
Port St. John Pkwy., Port St. John
Contact Matthew Julian at 239-850-4117

A.W.A.K.E. Sleep Support Group
Meets the second Monday monthly, 6-7:30 PM
Parrish Healthcare Center, Manatee Conference Room 5005
Port St. John Pkwy., Port St. John
Contact the Sleep Center team at 321-268-6408

Cancer and Survivor Support Group
Meets the third Wednesday monthly, 4-5:30 PM
Heritage Hall, Parrish Health Village
931 N. Washington Ave., Titusville
Contact Shannon Luker at 321-268-3544

Caring for Caregivers Support Group
Second and fourth Thursday monthly, 9:30-11:30 AM
Heritage Hall, Parrish Health Village
931 N. Washington Ave., Titusville
Contact Janet Rooks at 321-268-6800

Diabetes Support Group
Meets the second Monday monthly, 3-4:30 PM
Heritage Hall, Parrish Health Village
931 N. Washington Ave., Titusville
Contact Peggy McLaughlin at 321-268-6699

Early Steps Community Play Date
Meets the forth Wednesday monthly, 9-10:30 AM
The Children's Center, 5650 S. Washington Ave., Titusville
Contact Mary Cancel at 321-292-1370

Fearless Café
Presented by St. Francis Reflections Life Stages Care and Parrish Medical Center.
Meets the first Wednesday monthly, 10-11 AM
Heritage Hall, Parrish Health Village
931 N. Washington Ave., Titusville
Contact Janet Rooks at 321-268-6800

Kidney Smart Class
Meets last Thursday monthly, 1-2:30 PM
Heritage Hall, 931 N. Washington Ave., Titusville
Contact Jackie Torres at 321-383-1245

Mom's Support Group
Meets Mondays, 10-11 AM
The Children's Center, 5650 S. Washington Ave., Titusville
Contact Melinda at Melinda.Hodges@parrishmed.com

Stroke and Heart Failure Survivors Support Group
Meets the third Tuesday monthly, 2-4 PM
Heritage Hall, Parrish Health Village
931 N. Washington Ave., Titusville
Contact Janet Rooks at 321-268-6800

Tools to Quit - Quit Smoking
Meets the last Tuesday monthly, 5:30-7:30 PM
Parrish Medical Center, Conference Room 6
951 N. Washington Ave., Titusville
Facilitated by Jennifer Wolowitz, Tobacco Free Florida
407-889-2292 ext. 102

Visit parrishhealthcare.com/events for information and to register

PARRISH HEALTHCARE
parrishhealthcare.com

Cleveland Clinic Connected
Healing Families—Healing Communities®

PARRISH HEALTHCARE CANCER PROGRAM

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PARRISH HEALTHCARE | ONCOLOGY
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BATTLING THE MYTHS OF *Mammography*

It's expensive, it can be painful, and a few other misconceptions we wish to explore.

HAVE QUESTIONS ABOUT BREAST CONDITIONS, EXAMINATIONS AND TESTS?

Shannon Luker, RN, BSN, Parrish Healthcare Oncology Navigator, is here to help.

Contact Shannon at 321-268-6111, ext. 3544.

Myth 1: Insurance won't cover it, or I won't be able to afford the co-pay/deductible.

"Mammography is usually covered under most health plans, including Medicare, once a woman reaches an age determined by the insurer," says Shannon Luker, RN, BSN, Parrish Healthcare Oncology Navigator.

If you have Medicare and are age 65 or older, Medicare pays for most of the cost of a screening mammogram every 12 months.

Myth 2: The test is too painful.

Yes, the test can be a bit uncomfortable, but most women don't consider it painful.

Compression helps hold the breast still, evens out the breast tissue and allows lower doses of X-ray to be used. If you feel pain, speak up. The technologist may be able to lower the compression and relieve some of the pressure on your breast. And remember that any discomfort is brief; the actual X-ray takes less than a minute.

Myth 3: I just don't have time.

From start to finish, the three-dimensional (3D) mammogram offered at Parrish Healthcare takes 30 to 45 minutes.

State of the art technology, such as this, makes it easier for providers to diagnose certain types of breast abnormalities, especially in women with dense breasts. The result? Early detection and better outcomes reduce the number of deaths from breast cancer for women ages 40 to 69, especially those older than 50.

Myth 4: Breast cancer only affects older women.

Breast cancer can occur at any age. Additional factors that may raise your risk include obesity, heavy alcohol consumption and a sedentary lifestyle.

Schedule your mammogram today!
Call 321-268-6111 ext 6150.

PARRISH HEALTHCARE | ONCOLOGY

parrishhealthcare.com

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Healing Families—Healing Communities®

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Legal Update

Re: Craig Deligdish and/or OMNI

Craig Deligdish’s (and OMNI’s) string of legal losses (now at 8) continue to mount.

Craig Deligdish filed a defamation lawsuit against George Mikitarian and PMC.

The result:

- In December, 2024, a Court **RULED IN FAVOR** of PMC and George Mikitarian. *Florida's Fifth District Court of Appeals* ruled that George Mikitarian and PMC are entitled to absolute immunity from a lawsuit arising from statements about Craig Deligdish which were/are made within the scope of their duties.

- A portion of the case remains pending.

Craig Deligdish sues PMG for over $5 million in damages. Final judgement was for $0.00.

A jury found:

- OMNI to have **BREACHED ITS FIDUCIARY DUTIES** to PMG.
- Craig Deligdish to have **AIDED AND ABETTED** OMNI's breach of fiduciary duties.

- PMG has cross-appealed. Seeking an additional $441,000.

OMNI's failure to pay rent to PMC resulted in PMC having to sue OMNI for back rent, damages and eviction.

The result:

- OMNI was **EVICTED.**
- OMNI caused to **PAY** PMC almost $1 million.

- Additional damages are pending. PMC is seeking an additional $838,000.

OMNI appeals order to pay rent.

The result:

- OMNI’s appeal was **DISMISSED**.

Craig Deligdish files a Department of Labor Complaint about PMC alleging that he was an employee of PMC and that he was fired in retaliation after he allegedly complained that PMC's and Halifax's transactions regarding LIP funding violated federal anti-money laundering laws.

The result:

- The Department of Labor **DISMISSED** Deligdish's false claims.

Craig Deligdish then files an appeal to a Department of Labor Administrative Law Judge.

The result:

- The Department of Labor Administrative Law Judge **GUTS** Deligdish's case causing him to move the case to federal court.

Craig Deligdish files a complaint with Florida's Office of Inspector General claiming that PMC and Halifax had money-laundered funds through LIP transactions.

The result:

- After a 2.5 year investigation, Florida's Office of Inspector General finds Deligdish's allegations to be **"UNSUBSTANTIATED."**

OMNI files a federal whistleblower lawsuit for fraud and abuse against PMC.

The result:

- OMNI's claims are **DISMISSED WITH PREJUDICE.** (A case is dismissed with prejudice when it is permanently over and cannot be brought back to court).

As a reminder, he lost his defamation case. A Court **RULED IN FAVOR** of PMC and George Mikitarian. Florida's Fifth District Court of Appeals ruled that George Mikitarian and PMC are entitled to absolute immunity from a lawsuit arising from statements about Craig Deligdish made within the scope of their duties.

What does Craig Deligdish immediately do after this substantial loss?

He sends out a blast email. Below are excerpts from his desperate email.

As you may recall, you and your attorneys schemed with others as how to best have my appointment at UCF terminated,.

Given the recent opinion from the 5th DCA in the negligent defamation case filed against Parrish, your attorneys are now fact witnesses in this case, the Florida Whistleblower matter and the US ex rel. OMNI vs. Parrish, Halifax et al..

My understanding is that a lawyer who is a fact witness in a case, cannot represent a client in that same case, as it creates a conflict of interest due to the "advocate-witness rule" which prohibits a lawyer from acting as both an advocate and a necessary witness at trial. It is my opinion, that some of your current lawyers to include those employed by Zumpano Patricios and Gray Robinson are now fact witnesses in these cases.

As you may be aware. I recently settled a law suit against one of Parrish's surrogates, David Bender for his role in posting a defamatory website which was widely disseminated by you and Parrish. In his settlement agreement Mr. Bender admitted that he had published a defamatory website.

OMNI and I remain willing to enter into settlement discussions to resolve any and all disputes with you, Parrish, its board and its attorneys.