

Maximizing Board and Management Leadership Effectiveness

Understanding the Difference Between Governance and Management Responsibilities

The board and management of every organization each play a unique and critical role in the hospital or health system's ability to fulfill its critical mission and vision. When working together in their correct roles, the partnership between the board and management can help organizations excel in meeting the community's needs in the best and most efficient way possible. But when the board and management step out of bounds of their respective responsibilities, the result can be disastrous for the organization's leadership, and ultimately for the long-term success of the hospital or health system.

Board member orientation and ongoing education programs often focus on the board's important individual functional responsibilities, such as strategic planning, CEO oversight and compensation evaluation, quality and patient safety, medical staff credentialing, ensuring financial strength and sustainability, and more. All of these areas are essential components of the board's roles and responsibilities; however, equally important is clarity and agreement on the respective roles and responsibilities of the board vs. management.

First and foremost, the board must understand its fiduciary responsibility. The fiduciary responsibility is integral to everything the board does and should always guide trustee actions, dialogue and decisions.

Once the fiduciary responsibility is clear and strongly embraced, the board and management must both understand and adhere to their

respective roles in each functional area of organizational operations. ***Their leadership actions should complement one another, with the board guiding, directing and overseeing strategic thinking and decision making while the management team addresses operational details.*** While the board sets the long-term direction for the organization, the details of how to achieve the board-approved direction is the job of the senior management team.

The Board's Fiduciary Responsibility

For hospital and health system governing boards, fiduciary responsibilities and their related issues of accountability and trust are complex. Boards have a two-way responsibility: they must act in the best interests of both the organization and the communities they serve.

In today's economic environment, it is particularly important for governing boards to earn and keep the public trust. In the handling of finances, identifying community needs and the assessment of programs and services, governing boards can and must be held accountable to the people of the communities they serve. There can be no room for questions about the integrity or credibility of board members. Trust is an asset no board can do without.

What are the “Fiduciary Responsibilities?”

Legally, board members must take particular care to:

- Become thoroughly informed before making a business decision (*Duty of Care*)
- Put the needs of the organization first when taking responsibility for its operations (*Duty of Loyalty*)
- Abide by laws, regulations and standards of the organization's operations (*Duty of Obedience*)

These three main responsibilities are usually referred to as the Duty of Care, the Duty of Loyalty, and the Duty of Obedience. Each may be applied in a court of law to determine whether or not a board member has acted improperly. They are to be taken seriously by every person accepting a position on a board of directors.

Duty of Care. When engaging in organizational business, board members must use the same level of judgment they would use in their own personal business activities. The tenets are primarily common sense:

- Obtain necessary and adequate information before making any decisions

- Act in good faith
- Make decisions in the best interest of the organization
- Set aside personal interests in favor of those of the organization

Individual state courts often further define board members' fiduciary duties, as does the U.S. Internal Revenue Service (IRS). The IRS, in recommendations for board members, encourages putting policies and procedures in place to ensure that each board member is totally familiar with the organization's activities, that every activity promotes the mission of the organization and helps it achieve its goals, and that each board member should be fully informed about the organization's financial status.

Duty of Loyalty. The duty of loyalty bars board members from using their board positions to serve themselves or their businesses. When acting in their fiduciary capacity, the duty of loyalty requires that board members place the interest of the organization before all else. Board members must be:

- Objective and unbiased in their thinking and decision-making
- Free from external control and without ulterior motives
- Free of any conflict of interest when discussing issues and making decisions
- Able to observe total confidentiality when dealing with organizational matters

To identify potential conflicts of interest, board members and staff should annually disclose, in writing, any known financial interest with any business entity that transacts business with the organization or its subsidiary businesses.

The IRS recommends creating written procedures for determining whether a

relationship, financial interest or business affiliation results in a conflict of interest, and outlining a course of action in the event that a conflict of interest is identified.

Duty of Obedience. The duty of obedience requires board members to be faithful to the organization’s mission and to follow all state and national laws, corporate bylaws, rules and regulations when representing the interests of the organization.

Board members, in carrying out their duty of obedience, will protect the limited resources of the organization to ensure optimal services and benefit to the community. They will ensure legal compliance with all applicable laws and regulations.

The IRS recommends several board actions to promote good governance practices related to the board’s duty of obedience:

- Develop both a code of ethics and whistleblower policies
- Adopt and monitor specific fundraising policies
- Carefully outline and determine compensation practices
- Develop and strictly adhere to document retention policies

Maintaining the Balance: Lack of Oversight vs. Micromanagement

Strong boards are independent-minded, curious, and able to focus on what matters most. Their members are willing to challenge status-quo thinking and stretch themselves intellectually.

Weak boards are the opposite—complacent and submissive. Their members do not ensure that all sides of issues are considered or that “conventional wisdom” is challenged. Weak

Carrying Out the Board’s Fiduciary Duties

The Duty of Care is fulfilled by...

- Consistent attendance at board and committee meetings
- Attentive and introspective preparation for board meetings
- Obtaining and reviewing relevant data and information before voting to ensure evidence-based decisions
- Exercising independent judgment
- Periodic examination of the performance of the executives and board members who lead the organization
- Meaningful review of the organization’s finances and policies

The Duty of Loyalty is carried out by...

- Full disclosure of potential conflicts of interest
- Compliance with the organization’s conflict of interest policy
- Avoidance of the use of corporate opportunities for personal gain or benefit
- Maintaining confidentiality when required

The Duty of Obedience is carried out by...

- Strict adherence to the bylaws of the board and the mission of the organization
- Compliance with all regulatory and reporting requirements
- Understanding of all documents governing the board and its operation (bylaws, articles of incorporation, board and committee job descriptions, charters, etc.)
- Ensuring that decisions further the organization’s mission and comply with the scope of its governing documents

boards are not likely to successfully carry out their fiduciary responsibilities.

There are two true roadblocks to any board's ability to maintain fiduciary effectiveness: 1) a tendency toward "rubber-stamping;" and 2) a tendency toward micromanagement. Both are most likely to occur when a majority of members lack interest, drive or the ability to speak from the shadow of one or more overbearing board members.

Rubber Stamping. Members of rubber-stamping boards fail to ask pertinent questions or engage in deliberative dialogue on solutions to challenges and do not work successfully together to arrive at independent-minded decisions. They accept recommendations with little questioning or debate and fail to explore alternatives and scenarios that may reveal the weaknesses of arguments or positions.

Rubber-stamping boards are often a result of overly dominant individuals and weak board chair leadership. A strong board chair will ensure that every board member is meaningfully engaged in constructive thinking and deliberation on the important issues that come before the board.

From a legal standpoint, individual members of a rubber-stamping board may be considered negligent and liable for their actions or inactions and may be held personally liable for lack of adequate oversight.

Micromanagement. It's often a challenge for board members to see the fine line between management and governance. Board members must understand that they are expected to be leaders and overseers, not managers and implementers. They should be concerned with the "what," not the "how." Micromanagement is a term generally applied to boards that pay too much attention to details and not enough attention to the "big picture" strategic issues and implications.

It's up to everyone on the board to guard against micromanagement. The board chair should ensure that its members understand their roles and consistently adhere to them. In addition, the CEO needs to be willing to candidly discuss problems of micromanagement with the board chair to work out board-driven solutions to this problem.

Board and Management Responsibilities in Key Functional Areas

The following table lists board and management responsibilities in several leadership responsibility areas. While every hospital or health care organization has its own unique circumstances and challenges, this table may serve as a guide for ensuring a greater understanding of the responsibilities for each leadership group and how the board and management can work together to complement one another to successfully lead their organization into the future. The ten leadership responsibility areas explored include:

- Strategy
- Leadership structure and governance processes
- Quality and patient safety and compliance
- Relationship with the CEO
- Workforce
- Medical staff privileging, credentialing and oversight
- Financial leadership
- Community relationships
- Community health
- Organizational ethics

Strategy

Responsibility	Board Role	Management Role
Development and Review of Mission, Values and Vision	<ul style="list-style-type: none"> • Approves and helps formulate • Participates in annual strategic planning that reviews and updates the statements, when necessary 	<ul style="list-style-type: none"> • Provides input and background materials for board review and discussion prior to formulating and/or updating the statements
Implementation of Mission, Values and Vision	<ul style="list-style-type: none"> • Makes decisions that support the mission, values and vision 	<ul style="list-style-type: none"> • Establishes and carries out • Sets the tone and expectations for the culture of the organization
Long-Term Strategic Plan	<ul style="list-style-type: none"> • Exhibits leadership in strategic thinking and planning sessions, reviewing relevant materials and engaging in robust debate and dialogue about critical issues impacting the organization • Determines strategic directions, including strategic initiatives that address identified community health needs identified • Approves the long-term strategic plan 	<ul style="list-style-type: none"> • Enables well-informed, data-driven board discussions, debate and decision-making by providing relevant data, information and background materials and input • Develops strategic recommendations, measurable objectives, action plans and budgets to support and implement strategic goals and direction
Short-Term Plans	<ul style="list-style-type: none"> • Ensures progress towards goals through regular monitoring and oversight 	<ul style="list-style-type: none"> • Develops and implements plans
Service Development	<ul style="list-style-type: none"> • Evaluates management recommendations • Approves new services and programs • Advises and ensures progress in development through regular monitoring and oversight 	<ul style="list-style-type: none"> • Conducts research to determine service needs • Develops service concepts and plans • Presents plans and recommendations to board • Provides program reports to the board
Monitoring Strategic Progress	<ul style="list-style-type: none"> • Regularly reviews measures • Asks probing questions to ensure board member understanding and progress towards goals and objectives • Advises and collaborates with management on corrective measures, as appropriate 	<ul style="list-style-type: none"> • Defines measures for tracking performance • Reports measures to the board, interprets meaning and identifies barriers or challenges to success
Day-to-Day Operations	<ul style="list-style-type: none"> • No role 	<ul style="list-style-type: none"> • Makes all management decisions • Develops policies and procedures • Advises board, as appropriate

Leadership Structure and Governance Processes

Responsibility	Board Role	Management Role
Board Roles, Responsibilities and Composition	<ul style="list-style-type: none"> Clearly defines the board and committee roles in written documentation Ensures leadership qualities, background, and knowledge is in place for effective governance Establishes and uses board committees effectively Ensures an effective trustee succession plan is in place 	<ul style="list-style-type: none"> Provides information, resources, and opportunities for board use in strengthening their effectiveness
Board Reports	<ul style="list-style-type: none"> Evaluates information reported, engaging in appropriate strategic-level dialogue Accepts and approves reports 	<ul style="list-style-type: none"> Prepares concise reports and well-conceived recommendations for board consideration
Strategic Focus and Discussion	<ul style="list-style-type: none"> Discussions focus on the board's policy-making function, rather than operational thinking or decision-making Ensures the majority of meeting time is spent on strategic issues Engages in lively dialogue that is respectful and includes participation from all trustees 	<ul style="list-style-type: none"> Focus on operational thinking and decision-making, using the board's policy-making and strategic leadership as a guide
Board Policies and Procedures	<ul style="list-style-type: none"> Uses governance policies and procedures to clearly define the board's responsibilities, delineating between board, management and medical staff Uses policies and procedures to establish efficiency and consistency Reviews board structure, committee practices, tenure, policies and bylaws annually 	<ul style="list-style-type: none"> Drafts strong, well-written policies for board review and approval Facilitates a process for periodic policy review, update and approval
Board and Trustee Performance	<ul style="list-style-type: none"> Ensures board members are well-prepared at every meeting to engage in meaningful discussion and decision-making Conducts meeting evaluations to determine efficiency, effectiveness and value of board meetings Conducts a regular board practices and performance self-assessment, and takes corrective action for improvement, when appropriate Ensures a corrective process is in place when a trustee isn't performing according to board standards and requirements 	<ul style="list-style-type: none"> Ensures board members are provided with agendas, reports, and other relevant materials well-enough in advance of meetings to enable meaningful and efficient discussion and decision-making Provides administrative assistance in conducting the board self-assessment

Leadership Structure and Governance Processes *(cont.)*

Responsibility	Board Role	Management Role
<p>Trustee Knowledge</p>	<ul style="list-style-type: none"> • Reviews appropriate meeting materials and background information in advance of governance discussions and decision-making • Participates in ongoing trustee education sessions, builds knowledge of governance roles/responsibilities and stays abreast of environmental factors and concerns via a range of sources • New trustees participate in an orientation that focuses on industry trends, community profile, the system's values and strategy, and the role of governance 	<ul style="list-style-type: none"> • Ensures board members are provided with meeting materials and relevant background information necessary for meaningful and efficient discussion and decision-making • Schedules and/or provides the board with information about upcoming educational opportunities relevant to the board • Compiles and disseminates to the board informational and educational articles and publications • Ensures new trustee orientation program is conducted
<p>Executive Sessions</p>	<ul style="list-style-type: none"> • Used regularly to promote open communication between the board and CEO on serious or sensitive issues 	<ul style="list-style-type: none"> • CEO participates actively in executive sessions • Management role may be defined depending on the agenda
<p>Conflict of Interest</p>	<ul style="list-style-type: none"> • Ensures a conflict of interest policy is in place and is adhered to • Board members declare conflicts of interest and recuse themselves from proceedings as warranted 	<ul style="list-style-type: none"> • Administers annual disclosure statements • Provides education, information and legal counsel regarding conflicts of information

Quality, Patient Safety and Compliance

Responsibility	Board Role	Management Role
Defining and Understanding Quality	<ul style="list-style-type: none"> Has a board-approved definition of quality and patient safety Ensures quality and patient safety are a priority on board agendas Ensures a hospital culture of quality and safety, and a hospital-wide plan is in place for improving quality and patient safety and reducing medical errors Discusses and ensures adherence to Joint Commission requirements and patient safety goals 	<ul style="list-style-type: none"> Implements the board's strategic direction and high-level plans for improving quality and patient safety and reducing medical errors Takes necessary operational action to ensure adherence to Joint Commission requirements and patient safety goals
Monitoring Quality and Patient Safety	<ul style="list-style-type: none"> Utilizes a quality committee Sets targets for achieving the quality and patient safety goals, and ensures progress towards goals through regular monitoring and oversight Ensures a plan is in place for identifying and reporting adverse and sentinel events Ensures compliance with applicable state and federal regulations, including the Joint Commission, IRS, CMS, and others Ensure performance in voluntary measurements, such as CMS Hospital Compare performance measurements, patient satisfaction scores (HCAHPS), and other measures used for value-based payments 	<ul style="list-style-type: none"> Provides management support for the quality committee Develops a quality improvement plan for achieving board-established quality and patient safety goals, establishes and implements the operational details necessary to fulfill the plan Reports organizational performance in pre-defined areas to the board at regular intervals Ensures compliance with applicable state and federal regulations, including the Joint Commission, IRS, CMS and others; taking immediate corrective action when necessary and reporting compliance performance to the board Collects and reports voluntary measurement information regularly to the board
Corporate Compliance	<ul style="list-style-type: none"> Reviews and approves code of ethics and compliance plan Ensures compliance with state and federal regulations, and the requirements of the Joint Commission, IRS, CMS and other regulating entities Monitors execution of corrective actions to ensure full compliance 	<ul style="list-style-type: none"> Appoints a compliance officer Develops and implements a compliance plan, including organization-wide compliance training Facilitates internal and external audits, reporting audit results to the board Develops and implements corrective action plans as warranted

Relationship with the CEO

Responsibility	Board Role	Management Role
Board and CEO Roles	<ul style="list-style-type: none"> Understands the board's strategic/policy responsibilities vs. the CEO's operational responsibilities Adheres to the governing board's policy-making role and does not interfere in the CEO's operations management role 	<ul style="list-style-type: none"> Understands the board's strategic/policy responsibilities vs. the CEO's operational responsibilities Expects the board to engage in deep, probing dialogue about strategic issues rather than "rubber stamp" management proposals and ideas
Communication, Support and Shared Goals	<ul style="list-style-type: none"> Consistently supports the CEO in the pursuit and implementation of board-approved objectives Mutual trust and respect exist between trustees and the CEO 	<ul style="list-style-type: none"> CEO maintains a positive relationship and ongoing communication with the board, including between board meetings when necessary Mutual trust and respect exist between trustees and the CEO
CEO Evaluation	<ul style="list-style-type: none"> Establishes CEO performance criteria and evaluates CEO performance annually Sets the CEO's compensation <ul style="list-style-type: none"> Has a strong understanding of compensation structures, legal and regulatory requirements Uses comparative compensation data in setting compensation levels Uses pre-defined expectations and performance targets tied to organizational performance in setting compensation incentives Regularly reviews the CEO's compensation to ensure that it is reflective of compensation trends of organizations with a similar size and scope 	<ul style="list-style-type: none"> The CEO should know his or her evaluation criteria at the onset of the evaluation period, and the annual evaluation should not come as a surprise Management may participate in a 360-degree evaluation of the CEO
CEO Recruitment and Succession Planning	<ul style="list-style-type: none"> Develops a clear CEO succession and recruitment plan, including setting a transition timeline, drafting desired CEO qualities, creating a clear job description and establishing performance criteria Sets expectations for management talent and approves a clear process for identifying, retaining and developing internal management talent Ensures the development of and approves a leadership development program Annually reviews and approves the CEO succession plan 	<ul style="list-style-type: none"> Actively participates with the board, and advises the board on the development of a CEO succession and recruitment plan Develops and implements the process for identifying, retaining and developing internal management "talent" Develops and implements a leadership development program Conducts an annual review of the CEO succession plan, recommends updates and changes to the board

Workforce

Responsibility	Board Role	Management Role
Personnel Policies	<ul style="list-style-type: none"> • Reviews and adopts • Provides expertise and counsel upon request regarding human resource issues and policies 	<ul style="list-style-type: none"> • Drafts policies and makes recommendations to the board, and administers adopted policies • Conducts annual employee attitude surveys and evaluates results • Develops strategies and implements action plans for strengthening employee satisfaction
Staff Salaries and Benefits	<ul style="list-style-type: none"> • Approves budget, ensuring adequate resources are in place to assure a competent, high-quality patient care workforce • Approves final labor contracts 	<ul style="list-style-type: none"> • Develops compensation and benefits strategies • Approves job classifications, salary ranges and benefits programs with input and recommendations from the supervisory staff • Negotiates labor contracts
Hiring of Staff	<ul style="list-style-type: none"> • Knows potential areas of workforce shortages • Understands current and emerging barriers to recruitment, provides expertise and counsel in devising strategies to meet workforce needs • No role in the hiring of individual personnel 	<ul style="list-style-type: none"> • Develops and implements a plan to meet long-term projected workforce demands and anticipated shortages • Hires and evaluates the people necessary to meet current and future projected workforce needs • Develops and implements new employee orientation and training
Staff Responsibilities and Job Assignments	<ul style="list-style-type: none"> • No role 	<ul style="list-style-type: none"> • Administers staffing levels, job classifications, job descriptions, etc.
Staff terminations and reductions in force (layoffs)	<ul style="list-style-type: none"> • No role in individual terminations, with the exception of executive staff. Shall be advised of executive staff terminations and shall provide counsel upon request • Is advised of expected reductions in force (layoffs) and understands the business needs, rationale and implications for reductions 	<ul style="list-style-type: none"> • Makes final termination decisions • Makes decisions regarding reductions in force (layoffs)
Staff Grievances	<ul style="list-style-type: none"> • No role • Is advised of potentially high-profile cases, particularly those that may generate media attention 	<ul style="list-style-type: none"> • Establishes and administers a staff grievance process • Makes final grievance decisions
Staff Evaluation	<ul style="list-style-type: none"> • No role, with the exception of CEO evaluation 	<ul style="list-style-type: none"> • Responsible for the performance evaluation of all staff

Medical Staff Privileging, Credentialing and Oversight

Responsibility	Board Role	Management Role
Appointments and Credentialing	<ul style="list-style-type: none"> • Approves bylaws, appointments and reappointments • Approves physician credentialing • Approves physician privileging 	<ul style="list-style-type: none"> • Provides management support for the credentialing and privileging processes, appointments and reappointments
Physician Oversight	<ul style="list-style-type: none"> • Ensures effective communication between medical staff and board • Ensures physician performance is aligned with hospital mission, vision, values, and strategic goals and objectives • Accountable for employed-physician compensation oversight <ul style="list-style-type: none"> – Has a strong understanding of compensation structures, and legal and regulatory requirements and restrictions – Uses comparative compensation data in setting compensation levels – Uses pre-defined expectations and performance targets (e.g., quality, patient safety, patient satisfaction, etc.) in setting compensation incentives • Jointly establishes with medical staff, a well-defined process for addressing medical staff/board conflicts, and adheres to the process 	<ul style="list-style-type: none"> • Assists in facilitating communication between the board and medical staff • Develops criteria, measures and indicators representative of physician performance expectations to ensure alignment with hospital mission, vision, values, and strategic goals and objectives • Develops physician compensation structures and makes recommendations to the board
Physician Relationships and Involvement in Decision-Making	<ul style="list-style-type: none"> • Medical staff is represented on the board, within the limits of fiduciary responsibility and independence (e.g., ex-officio) • Ensures physician participation in strategic planning sessions, discussions and decision-making • Seeks medical staff advice and counsel on strategic issues, in order to help improve care outcomes • Understands the roles and responsibilities of the medical executive committee • Regularly assesses physician attitudes and needs • Ensures an effective physician leadership development program 	<ul style="list-style-type: none"> • Develops and oversees medical staff affairs • Receives reports and maintains relationships • Implements medical staff policy • Develops and implements a physician leadership development program

Financial Leadership

Responsibility	Board Role	Management Role
Budgeting	<ul style="list-style-type: none"> • Uses the annual budget process to define the most effective allocation of the hospital's limited resources; provides input and counsel to the CEO regarding budget assumptions and programmatic changes affecting the budget • Ensures adequate capital is available to achieve the plan • Approves the budget 	<ul style="list-style-type: none"> • Develops policy on standardized budget procedures • Prepares a preliminary budget that will support the implementation of the strategic plan • Develops assumptions, targets and objectives and makes recommendations to the board
Monitoring Financial Progress	<ul style="list-style-type: none"> • Identifies and approves performance targets • Reviews performance targets at least quarterly • Uses financial performance reports to modify assumptions and shift resources, as necessary 	<ul style="list-style-type: none"> • Tracks detailed financial progress and takes immediate corrective action when necessary • Develops financial reports for the board in an easy-to-understand format, highlighting major trends and key indicators, • Stimulates robust discussion and dialogue that enables timely decision-making
Financial Assistance (Charity Care), Billing and Collections	<ul style="list-style-type: none"> • Adopts financial assistance (charity care), billing and collections policies, ensuring they are mission-driven, comply with state and federal regulations and address recent public scrutiny related to the rates some hospitals charge self-pay patients in comparison to contracts with third-party payers; undisclosed availability of financial aid and charity care; unclear eligibility criteria and perceptions of aggressive collection techniques • Ensures financial assistance and charity care policies are clearly communicated to all patients, and determines whether the hospital offers financial advisors to assist uninsured patients in navigating their financial assistance options • Ensures hospital billing practices are patient-friendly, adopts billing and collections policies and procedures designed to strengthen community trust 	<ul style="list-style-type: none"> • Submits draft financial assistance, charity care, billing and collections policies to the board for review and approval • Implements the board-approved financial assistance, charity care and billing and collections policies • Implements communication and dissemination of financial assistance and charity care policies to employees and patients • Per board determination makes financial advisors available to assist patients • Develops and implements board-approved patient-friendly billing
Capital Purchases	<ul style="list-style-type: none"> • Evaluates and approves requests and recommendations for capital purchases 	<ul style="list-style-type: none"> • Prepares substantiated requests and recommendations for capital purchases
Fees	<ul style="list-style-type: none"> • Adopts policy as part of the budget process 	<ul style="list-style-type: none"> • Develops fee schedule

Financial Leadership *(cont.)*

Responsibility	Board Role	Management Role
Decisions on Building, Renovation, Leasing, Expansion	<ul style="list-style-type: none"> Evaluates needs, proposals and recommendations, makes decisions 	<ul style="list-style-type: none"> Conducts research prepares reports and makes recommendations for board consideration Exercises contractual authority
Supply Purchases and Repairs	<ul style="list-style-type: none"> Adopts supply purchase and repair policy 	<ul style="list-style-type: none"> Exercises purchase authority in accordance with board policy and maintains an adequate audit trail Authorizes repairs up to board approved amounts, and for amounts that can be spent without board approval

Community Relationships

Responsibility	Board Role	Management Role
Advocacy	<ul style="list-style-type: none"> Approves the hospital's advocacy/ political agenda Ensures elected officials' knowledge of issues and their implications for hospitals and health systems Advocates and lobbies for political issues affecting the organization 	<ul style="list-style-type: none"> Develops legislative/political strategies and recommends hospital position and message to the board Ensures board education and understanding of issues and facilitates board advocacy and communication with elected officials Is knowledgeable and well-informed regarding issues, conducts ongoing communication with elected officials
Community Relations	<ul style="list-style-type: none"> Acts as community "ambassadors," ensuring that trustee actions contribute to building and sustaining a positive image for the hospital Keeps the community informed about the benefit the hospital provides, and ongoing issues and challenges Acts as an advocate and information source to the community 	<ul style="list-style-type: none"> Keeps the community informed about the benefit the hospital provides, and ongoing issues and challenges Manages the public/community relations function
Ensuring Public Trust and Confidence	<ul style="list-style-type: none"> Sets goals for transparency in key areas, including cost, quality and governance Ensures a community benefit report is regularly published and distributed Ensures results of community needs assessments, financial assistance policies and other documents are made readily available to the public in accordance with applicable regulations 	<ul style="list-style-type: none"> Carries out transparency goals through a variety of communication methods and community partnerships Develops and distributes the community benefit report, with board approval Implements public availability of documents and information in accordance with applicable regulations

Community Health

Responsibility	Board Role	Management Role
<p>Community Needs Assessment</p>	<ul style="list-style-type: none"> Ensures a community needs assessment is conducted regularly, in accordance with IRS requirements, the Affordable Care Act (ACA) and Joint Commission requirements Ensures input from individuals representing broad community interests, including those with knowledge/expertise in public health issues 	<ul style="list-style-type: none"> Conducts the community needs assessment and reports results to the board
<p>Development and Support of Community Health Initiatives</p>	<ul style="list-style-type: none"> Understands the strategic importance of initiatives designed to improve the health of the community Sets strategic goals to address community needs identified through the community needs assessment Allocates adequate resources to support the pursuit of goals addressing community needs Ensures progress in achieving community needs goals through regular monitoring and oversight 	<ul style="list-style-type: none"> Develops and implements plans to ensure board-led strategic goals related to community needs are achieved Tracks progress in meeting community needs and makes reports to the board Addresses barriers and challenges that threaten goal achievement
<p>Community Involvement and Communication</p>	<ul style="list-style-type: none"> Ensures a process is in place to secure and evaluate community feedback on the value of hospital programs and services Uses feedback to enhance responsiveness to community health improvement opportunities Ensures results of shared improvement efforts are communicated to the community and other interested stakeholders 	<ul style="list-style-type: none"> Solicits community feedback on the value of hospital programs and services, and reports to the board Modifies community health improvement plans, based on board feedback and high-level direction Proactively communicates the results of shared improvement efforts to the community and other interested stakeholders

Organizational Ethics

Responsibility	Board Role	Management Role
Development and Implementation of Organizational Ethics	<ul style="list-style-type: none"> Adopts a statement of values and ethical principles (code of ethics) for the organization Adopts a statement of values and ethical principles (ethical principles) for the board 	<ul style="list-style-type: none"> Abides by the statement of values and ethical principles and disseminates the values and ethics throughout the organization through personal actions as well as operational rules, policies, new employee orientation, training and
Awareness of Ethical Issues	<ul style="list-style-type: none"> Ensures that ethical principles and values are provided to all individuals who are employed by, or volunteer with, or are formally affiliated with the organization Ensures that ethical principles and values are provided to patients and their families Ensures a process to allow confidential concerns about ethical issues from patients, employees or physicians to be brought to the attention of management 	<ul style="list-style-type: none"> Takes the operational steps necessary to ensure that the board-approved ethical principles and values are provided to all individuals who are employed by, or volunteer with, or are formally affiliated with the organization Takes the operational steps necessary to ensure that the ethical principles and values are provided to patients and their families Develops and implements a process to allow confidential concerns about ethical issues from patients, employees or physicians to be brought to the attention of management

Sources and Additional Information

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Resources used for research and context purposes have been sourced as accurately as possible at the time of publication. If you believe something has been cited incorrectly, please contact governWell™ at contact@governwell.net.

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