

November 6, 2020

Board of County Commissioners  
Attn: Frank Abbate  
County Manager  
2725 Judge Fran Jamieson Way, Bldg. C  
Viera, FL 32940

Re: Appointment to the Board of the North Brevard County Hospital District

Dear Mr. Abbate:

This letter is to serve as my application to the County for re-appointment to the Board of Directors of the North Brevard County Hospital District d.b.a. Parrish Medical Center.

I have been a physician on Parrish Medical Center's Active Medical Staff since 1995. I also have a solo private practice in Internal Medicine located in Titusville.

I have been very pleased and impressed with the Board and administrative leadership of Parrish Medical Center. There is no doubt that the times are extremely challenging for health care providers; reimbursement is diminishing, regulation is increasing, and our entire delivery system is undergoing massive and unprecedented changes. Parrish Medical Center is taking wise and necessary steps to not only respond to, but stay ahead of the changes.

For years I have been meeting with Parrish Medical Center President/CEO George Mikitarian. Some of the topics that he and I discuss in depth include health care reform, health care finance, quality of care, and physician issues such as new practice models and recruitment. Through these discussions I have become extremely interested in health care globally as well as how it plays out locally. I feel that I have demonstrated the ability to see new possibilities along with possessing the strategic acumen to continue to help take Parrish Medical Center into an even more positive future.

I would like to outline a few of the many distinctions that Parrish Medical Center has received from prominent national organizations. These have all been awarded during my eight year tenure on the board of directors.

- Parrish Medical Center Board votes no taxes for 26<sup>th</sup> year in a row.
- Parrish Medical Center receives the 2020 Women's Choice Award as one of America's Best Hospitals for obstetrics. The award signifies that Parrish

Medical Center is in the top 17 percent of the 4,982 U.S. hospitals offering obstetrics.

- Parrish Medical Center Primary Stroke Center was recertified by the Joint Commission, the nation's preeminent accrediting authority for hospitals.
- Parrish Medical Center earns an 'A' grade for patient safety from the LeapFrog Group.
- Parrish Medical Center has the area's longest continually accredited cancer program by again earning certification from the American College of Surgeons Commission on Cancer. First awarded in 1989.

Many have spoken of the benefits of having a physician on the board of directors. The literature argues it both ways. I would like to assure you that my continued interest in Board membership is not to advocate for the Medical Staff. I have been extremely apolitical during my tenure on the Board of Directors and Medical Staff. My interest is in further serving the greater community of North Brevard, to advance quality of patient care and maintain the financial integrity in order to continue to grow.

Finally, I am providing my membership on the Board of Director's committees in which most of the business is conducted and recommendations to the full board are made.

Education Committee 2017, 2019, 2020

Planning Committee 2019, 2020

Quality Committee 2017, 2018, 2019, 2020

Ad Hoc Credentials Committee 2017, 2018, 2019, 2020

Joint Conference Committee 2019

Medical Staff Review Committee 2019

Joint Risk Management Committee 2017, 2018

Thank you for your consideration of my re-appointment to the North Brevard County Hospital District. Should you need additional information, I may be reached at 321-268-2005.

Sincerely,

Ashok C. Shah, M.D.

11/12/20

Enclosure

Addendum to District Board Application  
North Brevard County Hospital District

Ashok C. Shah, M.D.

Question 1: What do you feel the public's rights are in observing, monitoring, and participating in the activities of the hospital Board, and particularly the expenditure of funds?

I believe in government in the Sunshine. I believe the public has an absolute right to observe and participate in the activities of the hospital Board.

I believe that the public is entitled to be present and be heard any time there is a meeting of two or more Board members. It is the hospital Board's responsibility to approve a budget and ensure that prudent hospital business policies and practices are in place for the optimal operation of the hospital.

Question 2: What is your philosophy on how citizen boards for publicly owned facilities should conduct their business?

Citizen boards should be conducted in the Sunshine both in fact and perception. The Board should conduct themselves under Robert's Rules of Order and under the appropriate Government in the Sunshine rules.

One of the basic tenants of any board, whether public or private, is to ensure the financial stability of the organization to meet the needs of the community for public boards and stockholders for private boards. In addition, since we are a health care institution, we also have the responsibility of ensuring that quality and safe care are provided to the community.

Question 3: Have you ever served on a hospital board or any other board of directors?

I have served on the board of directors of BIMDA (Brevard's Indo-American Medical/Dental Association). I am also a member of Brevard Physician Network (BPN) which acts as intermediary between physicians and insurance companies.

Today's Board member must have a keen understanding of the business factors that influence the entity in which he or she wishes to serve. A broader experience provides more clearly delineated policy recommendations. I have a wide range of knowledge about the medical community through my involvement in community organizations and through extensive reading. I also have experience in the highest level of hospital leadership as a result of serving on the PMC Board for eight years.

Question 4: Do you have any experience reviewing corporate or governmental budgets?

Yes. I am thoroughly familiar with PMC's annual budget that the Board approves each year. We also receive financial reviews each month at our Finance Committee meetings.

Question 5: Do you have any business affiliations with individuals or organizations in the medical community?

Yes, I am a solo Internal Medicine physician in private practice in Titusville, Florida. I am also on the Active Medical Staff at Parrish Medical Center.

I am a member of BIMDA and BPN, both in Brevard County.

Question 6: Are you now, or have you ever been employed at Parrish Medical Center?

No.

Question 7: Do you have any medical business or employment experience?

I have 18 years of experience as an independent physician in private practice. I also have experience in the highest level of hospital leadership as a result of serving on the North Brevard County Hospital District Board of Directors for the past eight years.