



City and County of San Francisco

San Francisco Department of Public Health

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Policy & Procedure Detail

Policy & Procedure Title: Naming of DPH Facilities (HCM4)		
Category: Health Commission		
Effective Date: 8/4/2015		Last Revision Date: 4/105/215 /2018N/A
DPH Unit of Origin: Health Commission		
Policy Owner: Mark Morewitz, Health Commission Secretary	Phone: (415) 554-2666	Email: mark.morewitz@sfdph.org
Distribution: DPH-wide <input checked="" type="checkbox"/>	Other:	

1. Purpose of Policy

The City Charter designates specific authority in regard to naming or renaming DPH facilities to the Department of Public Health (DPH) Director of Health¹, the Health Commission², and the Board of Supervisors (BOS)³.

For the purpose of this policy, the term “DPH facilities” refers to: any building owned or managed by DPH and equipment owned by DPH including: hospitals, clinics, administration buildings, vehicles, and other equipment; any rooms or other internal or external spaces (e.g. gardens); and plaques.

This policy and procedure (P&P) provides clarity and guidance ~~regarding the process by which requests to name/rename DPH facilities will be considered for approval.~~

- A. The process by which requests to name/rename DPH facilities will be considered for approval; and
- B. The procedures to inform the Office of Managed Care (OMC) of the change of the name/rename of DPH facilities, specific to the San Francisco Health Network (SFHN); and
- C. The procedures to operationalize SFHN facility name changes for those facilities participating in the managed care line of business.

The SFHN is required to register hospital and clinic names and locations with multiple regulatory agencies including Health Resources and Services Administration (HRSA)

The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.

We shall ~ Assess and research the health of the community ~ Develop and enforce health policy ~ Prevent disease and injury ~
~ Educate the public and train health care providers ~ Provide quality, comprehensive, culturally-proficient health services ~ Ensure equal access to all ~

and Centers for Medicare and Medicaid Services (CMS), and others, and to submit any subsequent updates to these agencies. SFHN hospitals and clinics are most commonly registered under the City and County of San Francisco tax ID with the facilities' public facing names recorded in the form of a Doing Business As (DBA) filing.

2. Policy

- A. The Health Commission has designated the Director of Health as the sole DPH employee who has authority to recommend or approve naming or renaming requests for any portion of DPH facilities, in accordance with this policy. Therefore all such requests must be sent to her/him for consideration at least one (1) year in advance before finalizing a naming or renaming request. At the Director of Health's sole discretion, this one (1) year requirement may be waived for a shorter time period if necessary.
- B. The DPH Director of Health will send all requests to name or rename any portion of DPH facilities to the Health Commission with her/his decision or recommendation regarding the request. The DPH Director of Health may meet with the Health Commission President and Vice President to discuss the recommendation before forwarding to the full Health Commission.
- C. The Health Commission will then review the request or recommendation. The Health Commission may request that the Director of Health reconsider her/his recommendation. Requests to name or rename a DPH hospital building will be considered through an item on a full Health Commission agenda.
- D. The Health Commission will forward to the Board of Supervisors its recommendations regarding naming or renaming requests for DPH non-hospital facilities; the Board of Supervisors retains authority to name these types of buildings.
- E. A request to name or rename any portion of a DPH Facility in connection with a private gift of any amount of money must be approved by the Board of Supervisors after the DPH Director of Health and the Health Commission have approved the request.

Approval Process for Requests to Name or Rename Any Portion of a DPH Facility

	DPH Director of Health	Health Commission	Board of Supervisors
DPH Hospital Buildings	<i>Reviews, and Submits Recommendations</i>	Approves	N/A
Rooms, Internal/External Spaces within DPH Hospital Buildings	Approves	<i>Reviews</i>	N/A
DPH Non-Hospital Buildings	<i>Reviews, and Submits Recommendations</i>	<i>Reviews and Recommends Approval by BOSes</i>	Approves

Rooms, Internal/External Spaces within DPH Non-Hospital Buildings, V ehicles, p Plaques	Approves	Reviews	N/A
DPH Facility Naming in Connection with a Private Gift of Any Amount	Reviews, Approves, and Submits Recommendation for Final Approval.	Reviews and <u>Recommends Approval by BOSES</u>	Approves

3. ~~Procedures to Request Naming/Renaming of Any Portion of a DPH Facility~~

A. Requests for naming or renaming any portion of a DPH Facility should be made through a written memo to the DPH Director of Health:

- i. The memo should be sent through the relevant DPH Division Director – Director of San Francisco Health Network or Director of Population Health.
- ii. The memo should clearly describe the portion of the DPH facility, ~~give~~ provide a history of the facility, and ~~provide~~ give a thorough explanation for the request to name/rename the facility.
- iii. Photos of the facility should accompany the memo.
- iv. Relevant financial information related to the request should be included if a donor is involved.
- v. The proposed length of time for the naming/renaming request (e.g. 50 years, perpetuity).

B. Procedures specific to SFHN for informing OMC and operationalizing the naming or renaming of any portion of a DPH Facility that impacts managed care lines of business may be found in the accompanying Appendix 1.

~~Procedures to Inform SFHN Office of Managed Care of the Approval of Naming/Rename of Any Portion of a DPH Facility, Specific to the Network:~~

~~For requests approved by the Health Commission, the Health Commission secretary will send the final resolution to the SFHN Office of Managed Care, through the Director of SFHN.~~

~~For requests approved by the Board of Supervisors, the DPH Office of Policy and Planning will send the final legislation to the SFHN Office of Managed Care, through the Director of SFHN, to initiate the execution of the approved change.~~

~~Procedures to Operationalize Naming/Rename of SFHN Facilities Participating in Managed Care Line of Business (e.g. all City clinics, Medical Respite and Sobering Center):~~

~~SFHN facilities participating in managed care line of business should follow the additional steps listed below to operationalize the changes once the facility name change has been~~

approved:

- ~~———— If name change is for a Federally Qualified Health Center (FQHC) clinic, the requestor, through the Director of SFHN, must initiate the implementation of an approved name change through San Francisco Community Clinic Consortium’s Chief Executive Officer to the Health Resources and Services Administration (HRSA).—~~
- ~~———— OMC will initiate changes on the SFHN business operation by informing:
 - ~~———— Managed care payors through an official notice of the changes with an attached updated W9. Payors are responsible for updating their billing system, provider and patient-facing marketing and communication materials accordingly; and~~
 - ~~———— Internal key stakeholders via memo⁴:
 - ~~———— the CCSF official approval and/or HRSA; and~~
 - ~~———— the official notification to payors.~~~~~~
- ~~———— The key internal stakeholders below are accountable for initiating and implementing changes in their respective functional areas, such as Medicare and Medi-Cal licensing, billing procedures and any collaterals, to ensure alignment of the facility name changes in business operations.~~
- ~~———— These internal stakeholders must provide implementation plans (i.e. high-level project plans or a report) and updates to the Director of Managed Care.~~
- ~~———— The Director of Managed Care will aggregate the information and reports progress to the Director of SFHN and in the SFHN Executive Leadership Team Meeting.—~~

~~⁴Charter §4.110, §4.126~~

~~²Charter §4.110, §4.102(1)~~

~~³Charter §1.102, §4.102.1, §2.114, §10.100-305~~

Appendix 1

of Naming of DPH Facilities (HCM4)

A. Procedures to Inform SFHN Office of Managed Care of the Approval of Naming/Renameing of Any Portion of a DPH Facility, Specific to the Network:

- i. For requests approved by the Health Commission, the Health Commission secretary will send the final resolution to the SFHN Office of Managed Care, through the Director of SFHN.
- ii. For requests approved by the Board of Supervisors, the DPH Office of Policy and Planning will send the final legislation to the SFHN Office of Managed Care, through the Director of SFHN, to initiate the execution of the approved change.

B. Procedures to Operationalize Naming/Renameing of SFHN Facilities Participating in Managed Care Line of Business (e.g. all City clinics, Medical Respite and Sobering Center):

SFHN facilities participating in managed care line of business should follow the additional steps listed below to operationalize the changes once the facility name change has been approved:

- i. If name change is for a Federally Qualified Health Center (FQHC) clinic, the requestor, through the Director of SFHN, must initiate the implementation of an approved name change through San Francisco Community Clinic Consortium's Chief Executive Officer to the Health Resources and Services Administration (HRSA).
- ii. OMC will initiate changes on the SFHN business operation by informing:
 - 1) Managed care payors through an official notice of the changes with an attached updated W9. Payors are responsible for updating their billing system, provider- and patient-facing marketing and communication materials accordingly; and
 - 2) Internal key stakeholders via memo⁴, accompanied by:
 - a) the CCSF official approval and/or HRSA; and
 - b) the official notification to payors.
- iii. The key internal stakeholders are accountable for initiating and implementing changes in their respective functional areas, such as Medicare and Medi-Cal licensing, billing procedures and any collaterals, to ensure alignment of the facility name changes in business operations.

- iv. These internal stakeholders must provide implementation plans (e.g. high-level project plans or a report) and updates to the Director of Managed Care.
 - v. The Director of Managed Care will aggregate the information and provide progress reports to the Director of SFHN and in the SFHN Executive Leadership Team Meeting.
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¹[Charter §4.110, §4.126](#)²[Charter §4.110, §4.102\(1\)](#)³[Charter §1.102, §4.102.1, §2.114, §10.100-305](#)⁴[The key internal stakeholders:](#)

<u>Department</u>	<u>Contact</u>
<u>Office of the City Attorney</u>	<ul style="list-style-type: none"> • <u>Deputy City Attorney</u>
<u>Clinical</u>	<ul style="list-style-type: none"> • <u>Director of Ambulatory Care</u> • <u>Director of Primary Care</u> • <u>Associate CMO, Specialty Care</u> • <u>CMO, SFHN</u>
<u>Hospitals & Home Health</u>	<ul style="list-style-type: none"> • <u>CEO, Zuckerberg San Francisco General Hospital & Trauma Center</u> • <u>Executive Administrator, Laguna Honda Hospital and Rehabilitation Center</u> • <u>COO, SFHN</u>
<u>Behavioral Health:</u>	<ul style="list-style-type: none"> • <u>Director of Behavioral Health Services</u>
<u>DPH:</u>	<ul style="list-style-type: none"> • <u>Director of Health (as an FYI only)</u> • <u>Deputy Director of Health (as an FYI only)</u> • <u>Director of Policy & Planning (as an FYI only)</u>
<u>SFHN:</u>	<ul style="list-style-type: none"> • <u>Finance Director, SFHN</u> • <u>Deputy Director of SFHN (or the director oversees the FQHCs)</u> • <u>CEO/Director of SFHN (as an FYI only)</u> • <u>Director of Managed Care</u>
<u>UCSF Clinical Practice Group:</u>	<ul style="list-style-type: none"> • <u>Director, UCSF Clinical Practice Group at ZSFG</u> • <u>Chair of Clinical Practice Group</u>
<u>Utilization Management & Quality Management:</u>	<ul style="list-style-type: none"> • <u>Chief Medical Officer, ZSFG</u> • <u>Chief Medical Officer, Laguna Honda Hospital</u> • <u>Director of Quality Management, LHH</u> • <u>Chief Quality Officer, ZSFG</u>
<u>Credentialing:</u>	<ul style="list-style-type: none"> • <u>Chief Quality Officer, ZSFG</u> • <u>Chief of Medical Staff, LHH</u> • <u>Director, Behavioral Health Compliance Unit</u>

<u>Patient Financial Services:</u>	<ul style="list-style-type: none"> • <u>Director of Patient Accounting</u> • <u>Director of Admitting & Eligibility</u>
<u>Pharmacy:</u>	<ul style="list-style-type: none"> • <u>Chief Pharmacy Officer</u>
<u>Communications:</u>	<ul style="list-style-type: none"> • <u>Director of Communications</u>
<u>Finance:</u>	<ul style="list-style-type: none"> • <u>CFO, DPH</u> • <u>CFO, ZSFG</u> • <u>CFO, LHH</u>
<u>IT:</u>	<ul style="list-style-type: none"> • <u>Chief Information Officer</u>
<u>Office of Contract Administration:</u>	<ul style="list-style-type: none"> • <u>Director, Office of Contracts Management and Compliance</u> • <u>Director of DPH Business Office</u>
<u>Human Resources:</u>	<ul style="list-style-type: none"> • <u>Director of Human Resources</u>
<u>Population Health:</u>	<ul style="list-style-type: none"> • <u>Director of Population Health</u>