

County of Santa Clara

Office of the County Executive

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September 10, 2009

TO: Board of Supervisors

FROM: Jeffrey V. Smith
County Executive

SUBJECT: ADDITIONAL RECOMMENDATION RELATING TO ITEM #13 -
ADDING SIX REVENUE CONTROL ANALYST POSITIONS

Recommended Action:

Add as a condition of approving the addition of six revenue control analyst positions, it is recommended that a specific revenue tracking mechanism be developed that will accurately report the revenue that can be attributed to these positions. A report should be submitted quarterly to the Health and Hospital Committee comparing projected and actual revenue collections for review and discussion.

Reasons for Recommendation:

In the past Valley Medical Center has included a wide variety of revenue solutions in meeting reduction targets or supporting new programs. In many cases these solutions require an investment to realize these revenues. The success of these specific initiatives has been difficult to track since revenue collection information has only been evaluated on a "bottom line" basis at year end, not by looking at the results by specific initiative.

From this point forward, considering the difficult financial circumstances facing every facet of county government, I will be recommending a more detailed approach to evaluating the success of initiatives within the Health and Hospital System and other departments across the county. Information needs to be developed that can highlight the results of specific investments so more informed decisions can be made as to whether these programs should be continued or not. This kind of justification will be critical as we are forced to make difficult resource allocation decisions in the near future.