



Dear Community Resident:

We are concerned about the misinformation and confusion in our community over Measure A and Eden Hospital. We, as a Board, requested this election. It's about the future of our community's hospital, our employees and physicians, and your health care options.

We, your elected representatives governing Eden Hospital, urge you to support our unanimous decision to form a non-profit partnership with Sutter Health, a non-profit hospital network that shares our commitment to quality health care and local control.

We made this decision after two years of open and fair deliberations including: interviewing several health systems; holding 12 public hearings; and getting input and support from our physicians, nurses, employees, and community leaders.

We made this decision in the best interest of our community and for the survival of our hospital.

Here are the facts. Measure A will:

Preserve Local Control

The new Board of Directors will have 11 members: the five publicly-elected District Board members, five nominated by Sutter and approved by the District Board members, and the Chief Executive Officer of the new Eden Medical Center. He or she will be an employee of Eden, not Sutter.

Keep Decision-Making in Our Hands

We, your elected District Board must approve major decisions affecting the operation or future of Eden Hospital, including the creation or elimination of programs and services.

Save Jobs

Our employees will continue with the same salaries, wages and benefits. All of the District's bargaining units and labor agreements will be recognized. In fact, we anticipate that Measure A will add new jobs as we strengthen and create new services.

Expand Health Services

Eden will continue to offer a full range of quality health programs, including our acclaimed Trauma Center, emergency room, cancer, cardiac and newborn care, and senior services. With Measure A, we will strengthen and expand our health services.

With Measure A, Eden Medical Center will continue its mission to provide quality health care for you, your family, and our community.

Many people tell us they like Eden the way it is. So do we. That's why we urge you to join our physicians, nurses, and employees in support Measure A.

Please vote YES on Measure A.

Sincerely,

THE EDEN TOWNSHIP HOSPITAL DISTRICT BOARD

Handwritten signature of Frank Ivica in cursive.

Frank Ivica, CPA

Handwritten signature of Suzanne Barba in cursive.

Suzanne Barba

Handwritten signature of Charles P. Semonsen in cursive.

Charles Semonsen, M.D.

Handwritten signature of Norma J. Schroeder in cursive.

Norma J. Schroeder

Handwritten signature of Susan Maunder in cursive.

Susan Maunder

Confused About Measure A?



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Please vote YES on Measure A.

Sincerely,

THE EDEN TOWNSHIP HOSPITAL DISTRICT BOARD

Frank Ivica

Frank Ivica, CPA

Suzanne Barba

Suzanne Barba

Charles P. Semonsen MD

Charles Semonsen, M.D.

Norma J. Schroeder

Norma J. Schroeder

Susan Maunder

Susan Maunder



EDEN

Eden Township Hospital District Board

February 16, 1997

XXXXXXX
XXXXXXX
XXXXXXX
XXXXXXX

Dear XXXX

As your elected officials governing Eden Medical Center, we encourage you to vote **YES on Measure A.**

Measure A is a ballot measure that asks you to approve our unanimous decision to form a unique, nonprofit partnership with Sutter/CHS, a nonprofit Northern California hospital network.

Measure A:

- Keeps open your local emergency room and trauma center.
- Preserves local control over health care decisions that affect you, your family and your community.
- Provides you and your family with better access to medical care.
- Ensures that you will have a full-service hospital close to home.
- Brings \$30 million to the Hayward, San Leandro, San Lorenzo and Castro Valley communities for health programs.

You'll find **Measure A** on a special mail-in ballot that you'll receive in your home on March 24.

With so many hospitals closing or merging with for-profit conglomerates, residents are forced to leave their community for emergency treatment and medical care.

We don't want that to happen to Eden -- or to our community. That's why we chose Sutter/CHS as our partner. Sutter/CHS is a highly-respected, nonprofit hospital network that shares our values of compassion, excellence and local control.

Our decision to partner with Sutter/CHS comes after two years of research, twelve public hearings and support from our nurses, physicians and community. In fact, the survey team was composed of Eden physicians, nurses, administrators, volunteers and representatives from the labor unions. Together, we concluded that Sutter/CHS was the best choice for Eden. Sutter/CHS offers us a distinguished network of East Bay physicians, greater access to managed care contracts in a highly competitive market, and an affiliation with a prestigious network of hospitals including Alta Bates Medical Center and California Pacific Medical Center.

As an independent hospital, Eden Medical Center simply cannot compete with large hospital networks for insurance contracts and preferred rates. Without **Measure A**, Eden Medical Center will face serious losses that will result in cuts in jobs and services.



EDEN

Eden Township Hospital District Board

April 18, 1997

*Vote Yes Today!
or call 272-6933
if you need a ballot.*

Tereza Kopple
17744 April Lane
Hayward, CA 94982

Dear Tereza:

On behalf of the Doctors and Nurses of Eden Medical Center, we want to thank you for your support of Measure A.

As we indicated to you when we called, Measure A will save Eden Medical Center and keep our Emergency Room open.

Measure A will create a new *non-profit* partnership that greatly improves our financial strength and our ability to deliver quality health care to our community.

With Measure A, ~~Eden can survive -- and thrive -- for decades to come.~~

Measure A will keep Eden under local control.

~~This is an unusual type of election for us in Alameda County.~~ You will get a ballot in the mail from the County Registrar. The Registrar will include a self-addressed, postage-paid envelope for your convenience. Please punch the Yes box, sign your ballot, and mail it back as soon as possible.

Your Yes Vote on Measure A means Eden can offer a full range of quality health care services with almost any health plan. We'll never have to leave our community for basic care or specialty treatment.

Thank you again for supporting Measure A.

Sincerely,

Frank Ivica
Frank Ivica, Chair

Suzanne Barba
Suzanne Barba

Susan Maunder
Susan Maunder

Norma J. Schroeder
Norma J. Schroeder

Charles P. Semonsen M.D.
Charles Semonsen, M.D.

Eden Township Hospital District Board

P.S. Please don't wait. Mail your ballot today to Save Eden Medical Center!



Letter from the Eden Township Hospital District Board
Page 2

We urge you to vote yes on Measure A because it will:

- **Save Eden Medical Center:** Measure A will save and strengthen Eden -- and keep open our emergency room and trauma center. It will preserve all of Eden's health care services.
- **Save jobs:** Measure A will guarantee all existing labor contracts, including the four-year contract recently approved by SEIU Local 250 members at Eden, and it will create new jobs as we expand services.
- **Keep Eden under local control:** Measure A will create a new nonprofit partnership, with Eden as the lead partner. All five publicly-elected District Board members, plus the chief executive officer of Eden, will serve on the new 11-member board. The District Board will approve the remaining five members nominated by Sutter/CHS. Most important, our Board will retain control over hospital services and programs. And all meetings of the new board will be open to the public, as required by the Brown Act.
- **Give residents greater access to Eden:** As managed care increasingly dictates where we can go for medical treatment, more and more residents are forced out of our community to get health services. With Measure A, Eden will join a strong network of physicians and hospitals so that local residents will then be able to use Eden, their community hospital, under almost any health plan.
- **Expand health care services:** With Measure A, Eden will offer a full range of general and specialty health care services, including cardiac, cancer, maternity, and mental health care. We will not be forced to leave our community to get the medical care we need.
- **Support community health programs:** Under Measure A, Sutter/CHS will give the Hospital District \$30 million for community health care needs. These funds will be controlled by the District Board and are made possible with no new taxes.

Sutter/CHS is the best partner for Eden Medical Center. And Measure A is the best health care choice for our community.

Please vote to save your community hospital -- and keep open its emergency room and trauma center. Please vote **YES** on Measure A.

Sincerely,

EDEN TOWNSHIP HOSPITAL DISTRICT BOARD

Frank Ivica
Frank Ivica, Chair

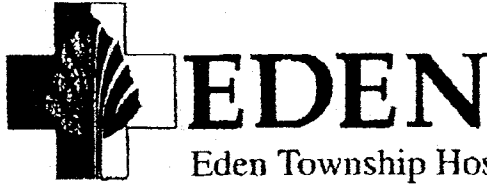
Suzanne Barba
Suzanne Barba

Susan Maunder
Susan Maunder

Norma J. Schroeder
Norma J. Schroeder

Charles P. Semonsen M.D.
Charles Semonsen, M.D.

P.S. Remember: You'll get to vote for Measure A in a special mail-in ballot election. You'll receive a ballot in the mail on March 24. Please mark your ballot "yes" and mail it to the County Registrar in the pre-addressed stamped envelope enclosed with your ballot.



Eden Township Hospital District Board

April 18, 1997

Monica Moon
1836 Via Amigos
Castro Valley, CA 94580

*Vote Yes Today!
or call 272-6933
if you need a ballot.*

Dear Monica:

On behalf of the Doctors and Nurses of Eden Medical Center, we want to thank you for taking the time to talk to one of our callers about Measure A.
As we indicated to you when we called:

- * Measure A saves Eden Medical Center and keeps our Emergency Room open;
- * Measure A keeps Eden Medical Center under local control;
- * Measure A creates a new non-profit partnership;
- * Measure A greatly improves our community's access to Eden Medical Center so we can use Eden under almost any health plan;
- * Measure A has the support of the Doctors and Nurses of Eden Medical Center;

This election is different from others in Alameda County. The County Registrar will mail you a ballot with only Measure A on it. Please vote Yes and mail it back. The Registrar will include a self-addressed, postage-paid envelope for your convenience.

Your Yes Vote on Measure A means Eden can offer a full range of quality health care services for decades to come. We'll never have to leave our community for basic care or specialty treatment.

Thank you again for your time and consideration.

Sincerely,

Frank Ivica
Frank Ivica, Chair
Susan Maunder
Susan Maunder

Suzanne Barba
Suzanne Barba
Norma J. Schroeder
Norma J. Schroeder

Charles P. Semonsen M.D.
Charles Semonsen, M.D.

Eden Township Hospital District Board

P.S. To Save Eden Medical Center, mail your ballot today!



Eden Township Hospital District Board

April 18, 1997

*Vote Yes Today!
or call 272-6933
if you need a ballot.*

Robert Harrison
17048 Via Pasatiempo
San Lorenzo, CA 94580

Dear Robert:

Thank you for taking the time to talk to one of our callers about Measure A.

As your governing Board of Directors for Eden Medical Center, it is our job to protect our community's access to quality health care.

We've seen too many hospitals close their doors. We've watched other hospitals close their Emergency Rooms.

The No on A campaign wants us to ignore these facts. They offer no alternatives. They propose no solutions. They give no answers. The opposition wants us to do nothing to save Eden. But why would we ever take that risk?

Let's not gamble with our health care.

Your support for Measure A:

- * Saves Eden Medical Center;
- * Keeps our Emergency Room open;
- * Creates a new *non-profit* partnership;
- * Keeps Eden Medical Center under local control; and,
- * Improves our community's access to Eden Medical Center.

Please join the Doctors and Nurses of Eden Medical Center by punching the Yes box, signing your ballot, and mailing it back as soon as possible.

Voting Yes on Measure A means Eden can offer a full range of quality health care services for decades to come. We'll never have to leave our community for basic care or specialty treatment.

Thank you again for your time and consideration.

Sincerely,

Frank Ivica
Frank Ivica, Chair

Suzanne Barba
Suzanne Barba

Susan Maunder
Susan Maunder

Norma J. Schroeder
Norma J. Schroeder

Charles P. Sorenson M.D.
Charles Sorenson, M.D.

Eden Township Hospital District Board



Eden Township Hospital District Board

April 18, 1997

*Vote Yes Today!
or call 272-6933
if you need a ballot.*

Christine Farrell
15844 Devonwood Way
San Lorenzo, CA 94580

Dear Christine:

On behalf of the Doctors and Nurses of Eden Medical Center, we want to encourage you to support Measure A.

After a two-year search, and twelve public hearings, we chose a highly respected, *non-profit* health care network, Sutter CHS, as the perfect partner to save and strengthen Eden. Measure A ratifies our *unanimous* decision.

Measure A:

- * Saves Eden Medical Center and keeps our Emergency Room open,
- * Keeps Eden Medical Center under local control,
- * Creates a new *non-profit* partnership, and,
- * Improves our community's access to Eden Medical Center.

With Measure A, Eden can survive -- and thrive -- for decades to come.

This is an unusual type of election for us in Alameda County. You already should have received a ballot in the mail from the County Registrar with a self-addressed, postage-paid envelope for your convenience. Please punch the Yes box, sign your ballot, and mail it back as soon as possible.

Your Yes Vote on Measure A means Eden can continue to offer a full range of quality health care services with almost any health plan. We'll never have to leave our community for basic care or specialty treatment.

Sincerely,

Frank Ivica

Frank Ivica, Chair

Suzanne Barba

Suzanne Barba

Susan Maunder

Susan Maunder

Norma J. Schroeder

Norma J. Schroeder

Charles P. Semonsen M.D.

Charles Semonsen, M.D.

Eden Township Hospital District Board

P.S. Please vote **yes** and mail your ballot today to Save Eden Medical Center!



EDEN

Eden Township Hospital District Board

Dear Neighbor:

As your elected officials governing Eden Medical Center, we encourage you to vote YES on Measure A. We are writing this letter to **clear up some misinformation** about Measure A and the proposed non-profit partnership with Sutter/CHS.

Measure A is a ballot measure that asks you to approve our **unanimous decision** to form a unique, nonprofit partnership with Sutter/CHS, a nonprofit Northern California network of physicians and hospitals. **With so many hospitals closing or merging with for-profit conglomerates, residents are forced to leave their community for emergency treatment and medical care.**

We don't want that to happen to Eden - or to our community. That is why we chose Sutter/CHS as our partner. It shares our values of compassion, excellence and local control.

Our decision to partner with Sutter/CHS comes after nearly **two years of research, twelve public hearings and support from our nurses, physicians and the community.** Sutter/CHS offers us a distinguished network of East Bay physicians, greater access to managed care contracts in a highly competitive market, and an affiliation with a prestigious network of hospitals including Alta Bates Medical Center and California Pacific Medical Center.

Without Measure A, Eden Medical Center will face serious losses that will continue to cut jobs and services. As an independent hospital, Eden cannot compete with large hospital networks for insurance contracts and preferred rates. And without these contracts, Eden will be forced to cut services and jobs.

If you support Eden Medical Center and believe as we do **that Eden serves well the health care needs of our community - vote yes on Measure A. Strengthen Eden - and keep it under local control - so it can continue to deliver the quality we need and deserve.**

Sincerely,

EDEN TOWNSHIP HOSPITAL DISTRICT BOARD

Frank Ivica
Frank Ivica, CPA

Suzanne Barba
Suzanne Barba

Charles P. Semonsen M.D.
Charles Semonsen, M.D.

Norma J. Schroeder
Norma J. Schroeder

Susan Maunder
Susan Maunder

Special Mail-In Ballot Election

MARCH 24 THROUGH APRIL 22

- Ballot will be mailed to your home on March 24.
- Vote YES on Measure A and return it immediately.
- Ballots will be counted on April 22, 1997

For More Information Call 559-1775.

