



# County of Monterey

**Item No.**

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

**Legistar File Number: A 26-034**

**February 10, 2026**

**Introduced:** 1/27/2026

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or a designee to execute a retroactive agreement between the County of Monterey and Healing HealthCare Company, LLC for the provision of C.A.R.E Channel programming for broadcasting services for Natividad Medical Center, an amount not to exceed \$10,445 for the term of January 1, 2026 through December 31, 2026; and
- b. Approve the NMC's Chief Executive Officer's recommendation to accept non-standard, insurance, and limitations on liability provisions within the agreement.

### **RECOMMENDATION:**

#### **It is recommended the Board of Supervisors:**

- a. Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or a designee to execute a retroactive agreement between the County of Monterey and Healing HealthCare Company, LLC for the provision of C.A.R.E Channel programming for broadcasting services for Natividad Medical Center, an amount not to exceed \$10,445 for the term of January 1, 2026 through December 31, 2026; and
- b. Approve the NMC's Chief Executive Officer's recommendation to accept non-standard, insurance, and limitations on liability provisions within the agreement.

### **SUMMARY:**

Natividad has secured a grant with the assistance of the Natividad Medical Center Foundation to assist in providing additional resources for patients who are in the facility when it comes to their television choices. The C.A.R.E. Channel will provide Natividad with an additional option focused on 24-hour relaxation programming that combines soothing nature imagery with calming instrumental music. This type of programming has shown to reduce anxiety, support rest and sleep, and improve the overall hospital experience for patients and families. This therapeutic environment helps mitigate stress, mask intrusive noise, and promote comfort throughout care, directly contributing to better patient well-being and a higher quality of life during medical treatment, benefiting our patients and improving the quality of care provided.

### **DISCUSSION**

Natividad is requesting that the board approve our contract with the C.A.R.E. Channel which will

assist Natividad Medical Center in meeting the Well-Being and Quality of Life Joint Commission Standard. The C.A.R.E. Channel provides continuous 24-hour relaxation programming that combines soothing nature imagery with calming instrumental music, shown to reduce anxiety, support rest and sleep, and improve the overall hospital experience for patients and families. This therapeutic environment helps mitigate stress, mask intrusive noise, and promote comfort throughout care, which contributes directly to better patient well-being and a higher quality of life during medical treatment.

**Benefits to Natividad Medical Center**

Research shows that therapeutic media, including calming music and nature imagery, patient outcomes by reducing stress, supporting sleep, and enhancing emotional well-being. The CARE Channel provides a proven, evidence-based platform that supports Natividad Medical Center’s goals for patient experience, healing environment, and staff wellness. Delivering 24-hour relaxation programming with calming nature imagery, instrumental music, and mindful content, the channel creates a continuous therapeutic environment throughout the hospital. Unlike typical commercial channels, which can be overstimulating or irrelevant to wellness, the CARE Channel intentionally promotes a peaceful, restorative atmosphere, aligning with the hospital’s mission to be a space of health and healing.

The CARE Channel provides measurable wellness benefits for all patients and families. For older adults and patients with Alzheimer’s or dementia, the calming programming reduces agitation, promotes orientation, and creates a reassuring environment. Patients with mental health challenges, including PTSD, anxiety, or depression, experience reduced stress, improved mood, and restorative sleep. Children, younger adults, and patients with chronic illness gain therapeutic distraction, emotional support, and comfort during hospitalization.

Operating automatically through the hospital’s television system, the CARE Channel requires minimal staff management while ensuring consistent, high-quality experiences for patients and families. Leadership can track usage and engagement through quarterly reports, monitor outcomes, and guide quality improvement initiatives. By adopting a platform already used by over 1,000 healthcare facilities nationwide, Natividad Medical Center leverages established best practices to deliver innovative, patient-centered care while supporting staff well-being.

**OTHER AGENCY INVOLVEMENT:**

The Office of County Counsel has reviewed and approved this agreement as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The agreement has also been reviewed and approved by NMC’s Finance Committee and by its Board of Trustees on January 9, 2026.

**FINANCING:**

The cost for this agreement is \$10,445 which is included in the FY 2025-26 Adopted Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate. There is no impact on the General Fund with this action.

**BOARD OF SUPERVISORS STRATEGIC PLAN GOALS SECTION:**

Supporting the installation of the C.A.R.E. Channel will enhance the hospital environment for our patients, leading to higher-quality care.

Well-Being and Quality of Life

Sustainable Infrastructure for Present and Future

Safe and Resilient Communities

Diverse and Thriving Economy

Administrative

Prepared by: Janine Bouyea, Chief People Operations Officer, 783-2701

Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachment(s):

Board Report

Healing HealthCare Company, LLC Original Agreement

Attachments on file with the Clerk of the Board