



DRCHSD Summit

Delta Region Community Health
Systems Development Program

2023



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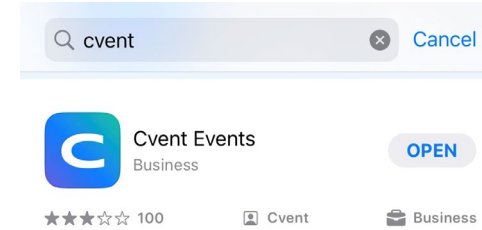
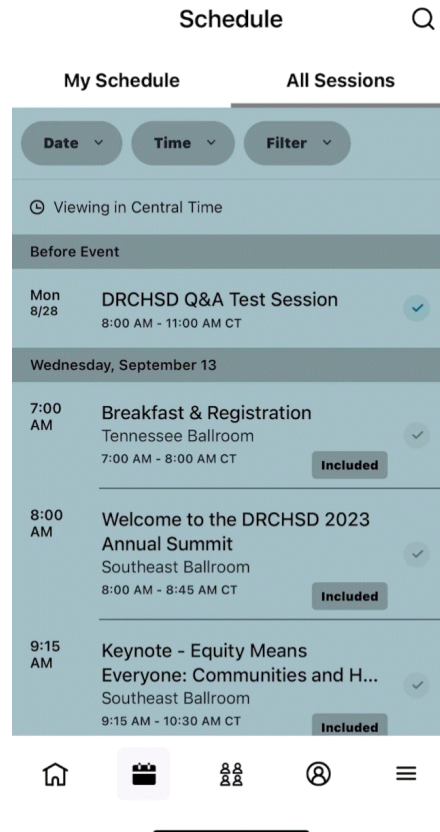
Winning the Hearts and Minds of Your Community



DRCHSD Summit

Delta Region Community Health
Systems Development Program | 2023

Log-in to the **CVENT** app to participate in this sessions live Q&A.



Download the **CVENT** app
Open your phone camera and
scan me!

Winning the Hearts and Minds of Your Community..

Barbara Carey, President

TCI



The Communication Institute
The Power of Persuasion

Formidable New Competitors



UnitedHealth Group®



 **CVS** Health.®

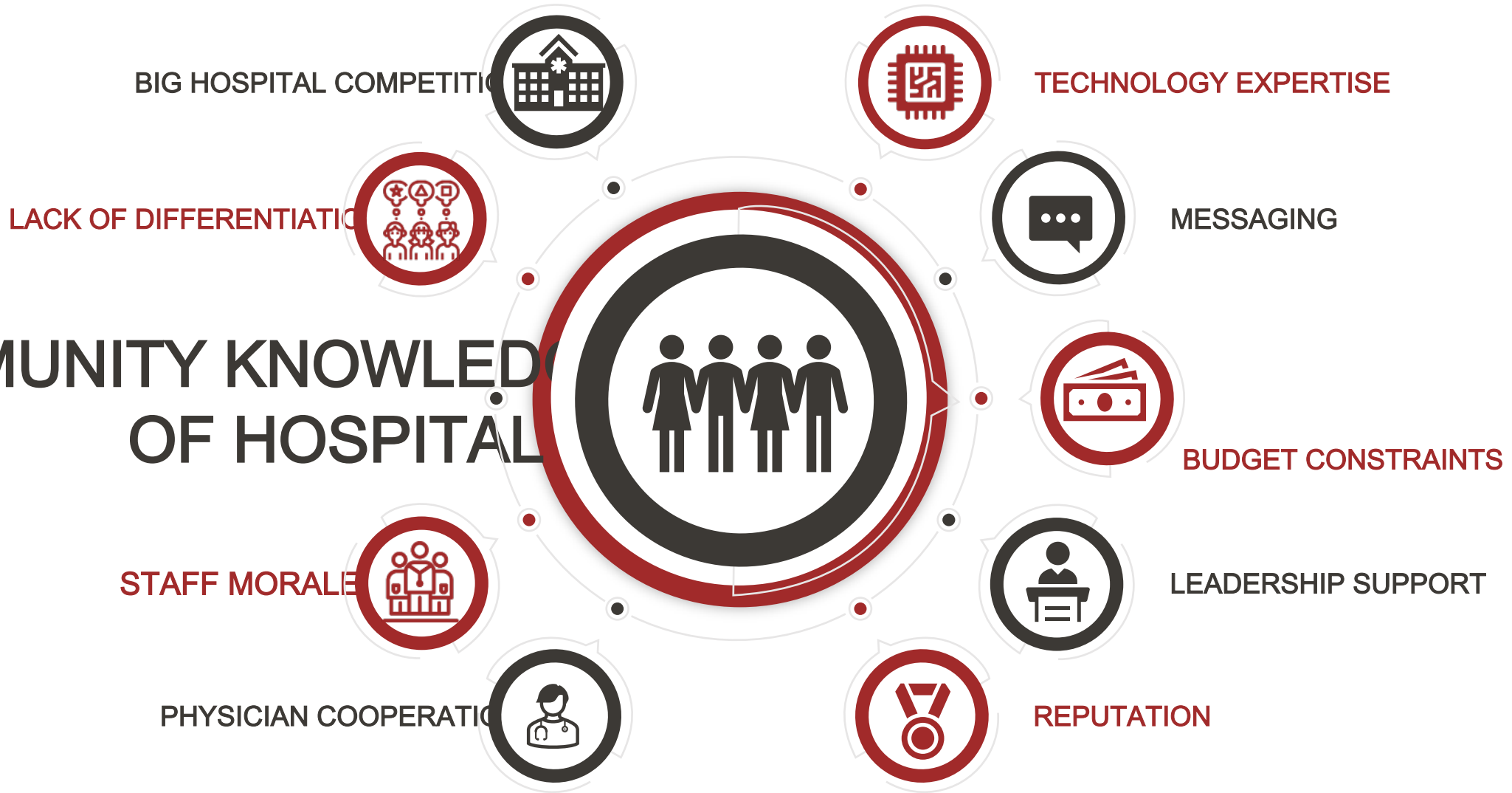
Walgreens
healthcare clinic

Major Hospital Systems





COMMUNITY KNOWLEDGE OF HOSPITAL





Winning the Hearts and Minds of the Community

Success Starts Internally

"We have one ultimate goal, and that's to win. That starts on court with how you treat and respect each other. You'll see this year. We've got each other's backs."

Alexis Morris, LSU Basketball Guard

Success Starts Internally..



CEO

- *Sets the Mission, Vision and Values*
- *Dynamic Presentation Audience Specific*

Success Starts Internally...

Physicians

- *Fulfill Their Needs*
- *Win Their Trust*
- *Feedback Quarterly Lunches*
- *Showcase Them*





A DOCTOR'S JOURNAL

Mace Scott, M.D.
Chief of Staff
St. Bernard Parish Hospital

Stroke is the Leading Cause of Disability and the 4th Leading Cause of Death in St. Bernard Parish!

Are you at risk of a Stroke?

Stroke is the leading cause of disability in St. Bernard Parish and the 4th leading cause of death. In response to this serious condition, St. Bernard Parish Hospital is offering a stroke screening program during the month of July. The hospital will be resting patients for the risk factors leading to a stroke:

- ✓ **Blocked carotid artery** - the artery that supplies blood to the brain
- ✓ **High blood pressure** - can cause a blood vessel to burst
- ✓ **High cholesterol and triglyceride levels** - indications of plaque in the arteries
- ✓ **High glucose (sugar) levels** - indicates a diabetic condition

What is a Stroke?

A stroke occurs when an artery carrying blood to the brain is either blocked or it bursts. As a result, part of the brain does not get an adequate blood supply and the brain cells begin to die.

What are the symptoms of a Stroke?

- ✓ **Sudden numbness or weakness of the face, arm or leg**
- ✓ **Sudden confusion or trouble speaking**
- ✓ **Sudden trouble walking, dizziness or loss of balance**
- ✓ **Sudden severe headache with no known cause**

If a person has any of these symptoms, they should seek immediate medical help.

At our hospital Emergency Room we offer immediate consultation with Tulane neurologists through our Telstroke program and can administer a clot busting drug to prevent serious disabilities, if the stroke is caught early. I encourage you to get tested this month. The fee is **\$49** and you can schedule an appointment by calling **826-9600**. More information is available at www.sbph.net



BE ON TOP OF YOUR GAME... JUNE IS MEN'S HEALTH MONTH



"From one man to another, your health is vitally important, not just to yourself, but to many others as it directly impacts wives, daughters, sons, mothers and grandmothers. Be proactive. Take care of yourself!"

Mace Scott, M.D., Medical Director
St. Bernard Parish Hospital

The Heart of Healthcare in Our Community and Soul

Over 50?

Regular checkups and age-appropriate screenings CAN improve your health and reduce premature death and disability. Prostate Specific Antigen (PSA) is produced by the prostate. Levels rise when there is an abnormality such as an infection, enlargement or cancer. A PSA test should be done annually from age 50, or earlier if you are at high risk with a family history.

Getting Up More than Once a Night?

Having to use the bathroom numerous times during the night is not just a symptom of aging. These middle-of-the-night trips could be a symptom of a number of health conditions, most of which are treatable. It could be an overactive bladder syndrome, enlarged prostate, diabetes, sleep apnea, depression, anxiety or obesity. Talk with your physician about these symptoms.

Six Ways to Stay on Top of Your Game

- 1 Think Prevention - the Key to Living Better, Longer**
Schedule an Annual Exam with your primary care doctor. If you don't have a primary care doctor, go to www.sbph.net/medical-professionals/find-a-physician to find a physician in our community. Get regular screenings for blood pressure, cholesterol, glucose, prostate health and more.
- 2 Eat Healthy**
Select: Fruits and vegetables, whole grains, beans and legumes, fish and skinless poultry, skim and low fat milk
Avoid: Sodium and salt, saturated fat (butter, shortenings), added sugar and sugared drinks and red meat (Use lean cuts with little fat)
Begin: With breakfast since research shows it is the healthiest way to start the day
- 3 Exercise Regularly**
Walking, biking, jogging, swimming. Find time to exercise 2 hours and 30 minutes each week. Join a fitness center, a club or find a friend to encourage and exercise with you.
- 4 Keep your Weight in Check**
Weight management is extremely important to healthy living. If your BMI is 25 or more, you are encouraged to begin a weight management program. Consult your physician for a recommendation.
- 5 Limit Alcohol Use**
Over time, excessive alcohol use can lead to the development of chronic diseases and other serious problems including: High blood pressure, heart disease, stroke, liver disease and digestive problems; cancer of the mouth, throat, esophagus, liver and colon; learning and memory problems; mental health problems and social problems, including lost productivity, family issues and unemployment.
- 6 Don't Smoke and Avoid Second Hand Smoke**
If you smoke, get help to quit. Smoking increases blood pressure, decreases exercise tolerance and increases the tendency for blood to clot. Smoking cessation help is available at American Lung Association www.lung.org.

Success Starts Internally...

Managers Drive Culture

- *Leadership Development*
- *Communication Skills*
- *Empowerment*
- *Accountability*



Working Together

Competitive Strategy | Selling Internally

Physicians

- *NEEDS*
 - *Patient Volume*
- *TOUCHPOINT*
 - *Quarterly Lunch*

Managers

- *NEEDS*
 - *Empowered*
- *TOUCHPOINT*
 - *Monthly*
 - *Breakfast/Lunch*

Staff

- *NEEDS*
 - *Informed*
- *TOUCHPOINT*
 - *Quarterly*
 - *Breakfast/Lunch*

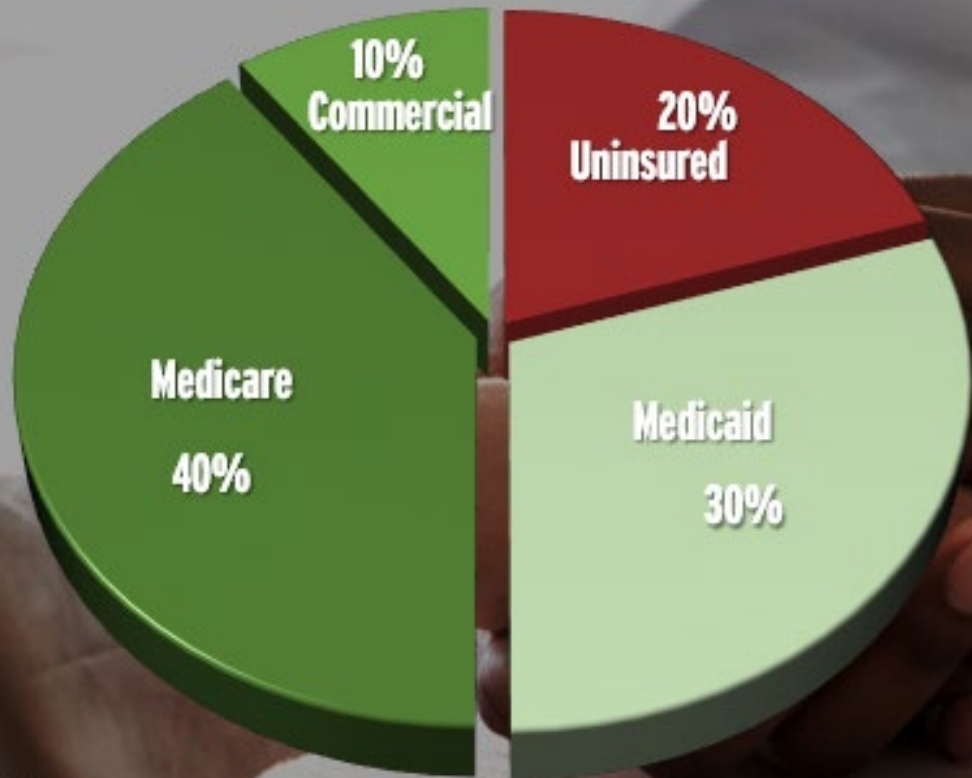
MARKETING → SYSTEM

MESSAGING → SELLING

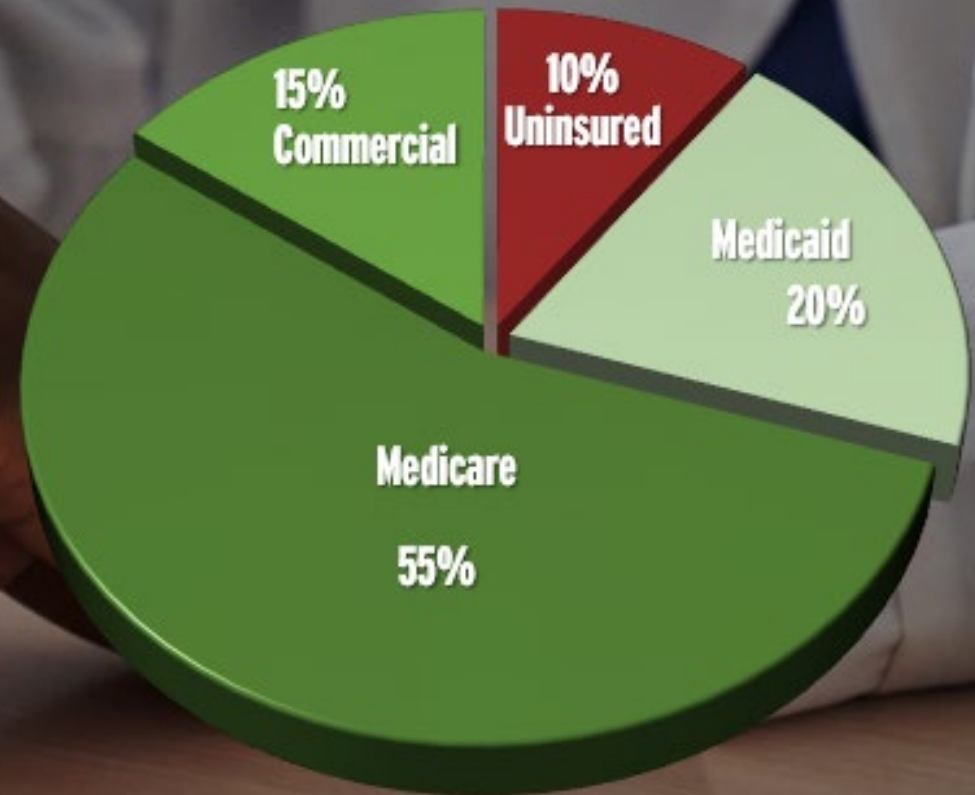
MARKETING + MESSAGING →
REVENUE GROWTH & COMMUNITY ENGAGEMENT

Marketing System | Revenue Growth | Most Margin

Current Payor Mix

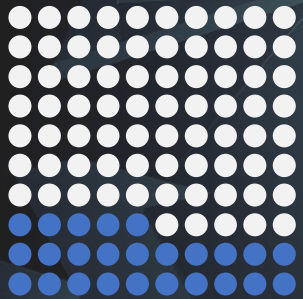


Payor Mix Goal



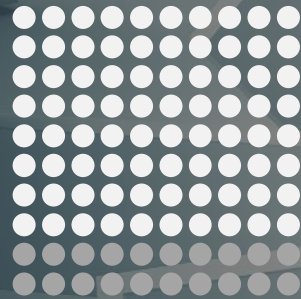
Competitive Strategy | System

DIGITAL



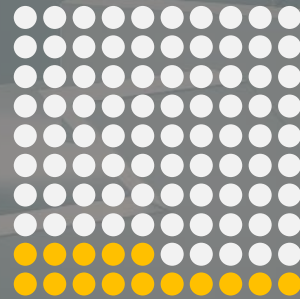
25%

DIRECT MAIL
PRINT



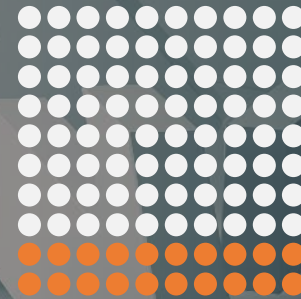
20%

SOCIAL
MEDIA



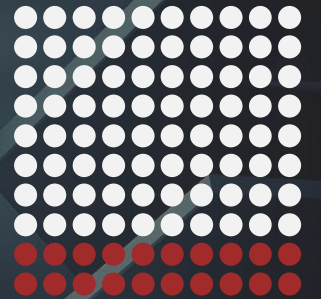
15%

BROADCAST
STREAMING



20%

PUBLIC
RELATIONS



20%

Website | Key Digital Tool Builds Messages and Perception

The screenshot shows the Mayo Clinic website homepage. At the top left is the Mayo Clinic logo. A search bar and a 'Log in to Patient Account' link are in the top right. Below the navigation bar is a large hero image of three people wearing face masks in a clinical setting. The text 'When you need answers, you know where to go.' is overlaid on the image. Below the image are three buttons: 'Request an appointment', 'Log in to Patient Account', and 'Search diseases & conditions'. The main content area is titled 'Why choose Mayo Clinic?' and features a blue button 'Learn more about Mayo Clinic'. Below this are four columns of text: 'More experience' (The million patients we treat each year prepares us to treat the one who matters most — you.), 'The right answers' (Count on our experts to deliver an accurate diagnosis and the right plan for you the first time.), 'You come first', and 'Innovation with impact'.

When you need answers, you know where to go.

Request an appointment → | Log in to Patient Account → | Search diseases & conditions →

Why choose Mayo Clinic?

[Learn more about Mayo Clinic](#)

More experience
The million patients we treat each year prepares us to treat the one who matters most — you.

The right answers
Count on our experts to deliver an accurate diagnosis and the right plan for you the first time.

You come first | **Innovation with impact**

Mayo Clinic: When you need answers, You know where to go.
The No. 1 hospital in the nation for you.

The screenshot shows the Houston Methodist website homepage. At the top is a banner for COVID-19 booster shots. The Houston Methodist logo is in the top left, with navigation links for 'Find a Doctor', 'Appointments/Get Care', and a search bar. Below the navigation bar are links for 'For Patients', 'Services & Specialties', 'For Health Professionals', 'Research', 'Education', and 'Locations'. The main content area features a hero image of a doctor and a patient. The text reads: 'U.S. News & World Report recognizes Houston Methodist Hospital as one of the nation's best in providing patients exceptional care.' Below this is a red button 'Let Us Help You Find a Doctor' with phone numbers for U.S. Patients (713.790.3333) and International Patients (+1.713.441.2340). The main headline is '#1 Hospital in Texas for Patient Care & Safety'. Below this is a 'BEST HOSPITALS HONOR ROLL' badge and text stating 'U.S. News & World Report has named Houston Methodist Hospital the Best Hospital in Texas for 11 years in a row. Houston Methodist is the No. 1 hospital in Texas and No. 15 in the nation. We are nationally ranked in 10 specialties — the most in the state.' A sub-headline reads 'For more than 100 years, we have provided you the best — and safest — clinical care, advanced technology and patient experience. That is our promise of leading medicine.' Below this is the text 'Committed to Patient Care, Safety and Excellence' and 'Houston Methodist Hospital is recognized by U.S. News & World Report as NO. 1 IN TEXAS and one of the TOP 15 IN THE NATION.' A statistics section shows '4,500 hospitals evaluated this year', '20 hospitals are on the Honor Roll', and '1 nationally ranked Honor Roll hospital in Texas'. A button 'Learn more about how we scored' is below. At the bottom, it says 'Nationally Ranked in 10 Specialties, the Most in Texas'.

Find out everything you need to know about the latest COVID-19 booster shot here >

HOUSTON Methodist LEADING MEDICINE

U.S. News & World Report recognizes Houston Methodist Hospital as one of the nation's best in providing patients exceptional care.

[Let Us Help You Find a Doctor](#)
U.S. PATIENTS: 713.790.3333
INTERNATIONAL PATIENTS: +1.713.441.2340

#1 Hospital in Texas for Patient Care & Safety

BEST HOSPITALS HONOR ROLL

U.S. News & World Report has named Houston Methodist Hospital the Best Hospital in Texas for 11 years in a row. Houston Methodist is the No. 1 hospital in Texas and No. 15 in the nation. We are nationally ranked in 10 specialties — the most in the state.

For more than 100 years, we have provided you the best — and safest — clinical care, advanced technology and patient experience. That is our promise of leading medicine.

Committed to Patient Care, Safety and Excellence

Houston Methodist Hospital is recognized by U.S. News & World Report as **NO. 1 IN TEXAS** and one of the **TOP 15 IN THE NATION**.

4,500 hospitals evaluated this year | **20** hospitals are on the Honor Roll | **1** nationally ranked Honor Roll hospital in Texas

[Learn more about how we scored >](#)

Nationally Ranked in 10 Specialties, the Most in Texas

Houston Methodist: #1 Hospital in Texas for Patient Care.
One-Stop Access for All your Healthcare needs.

Direct Mail

1 in 8 Women will Develop Breast Cancer
Early Detection is Very Important!

Breast Screening

Appointments Call
826-9600

SCREENING: Jan-Mar 1, 4, 11, 18
Tues & Sat 10am-12pm

Mammogram: \$47
With Bone Density Test: \$78

Offer Ends Friday November 6

SBPH "The Heart and Soul of Healthcare in Our Community."
More Information: www.sbpht.net or www.facebook.com/sbphospital

Breast Cancer Warnings

- ✓ Lump, Hard Knot or Thickening
- ✓ Swelling, Warmth or Redness
- ✓ Change in Size or Shape
- ✓ Dimpling or Puckering of the Tissue

Bone Density Warnings

- ✓ Vitamin D Deficiency
- ✓ Joint or Muscle Aches
- ✓ Resting Pulse > 80 bpm
- ✓ Frequent Broken Bones

Other Days Friday October 30

St. Bernard Parish Hospital
3000 West Judge Perez Dr.
Chalmette, LA 70045

No Waiting...
Easy Access and Personal Care...
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Mammograms and Lab
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Schedule Your Testing Before the New Year and a New Deductible!

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SBPH "The Heart and Soul of Healthcare in Our Community."
More Information: www.sbpht.net or www.facebook.com/sbphospital

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Ultrasounds, Mammograms,
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Testing, Full Service
Laboratory

No Appointment Needed for Lab Testing - Call 826-9500

St. Bernard Parish Hospital
3000 West Judge Perez Dr.
Chalmette, LA 70045

Stroke is the 4th Leading Cause of Death in St. Bernard...
Are You at Risk?

Stroke Screening

Appointments Call
826-9600

A Great Value For Only
\$49

SCREENING: Jan-Mar 1, 4, 11, 18
Tues 10am-12pm

Offer Ends July 30

SBPH "The Heart and Soul of Healthcare in Our Community."
More Information: www.sbpht.net or www.facebook.com/sbphospital

Stroke Screening

Cholesterol Levels,
Triglyceride Levels,
Blood Pressure, Glucose,
Carotid Ultrasound

Spot a Stroke **F.A.S.T.**

- F**ace drooping
- A**rm weakness
- S**peech difficulty
- T**ime to call 911

Stroke #1 Cause of Disability in Our Parish...

For an Appointment Call 826-9600

St. Bernard Parish Hospital
3000 West Judge Perez Dr.
Chalmette, LA 70045

- HIGHER RETURN THAN DIGITAL
- GOOD FOR MEDICARE PATIENTS
- HIGHER RETURN WITH AN OFFER



Print/Outdoor Ads



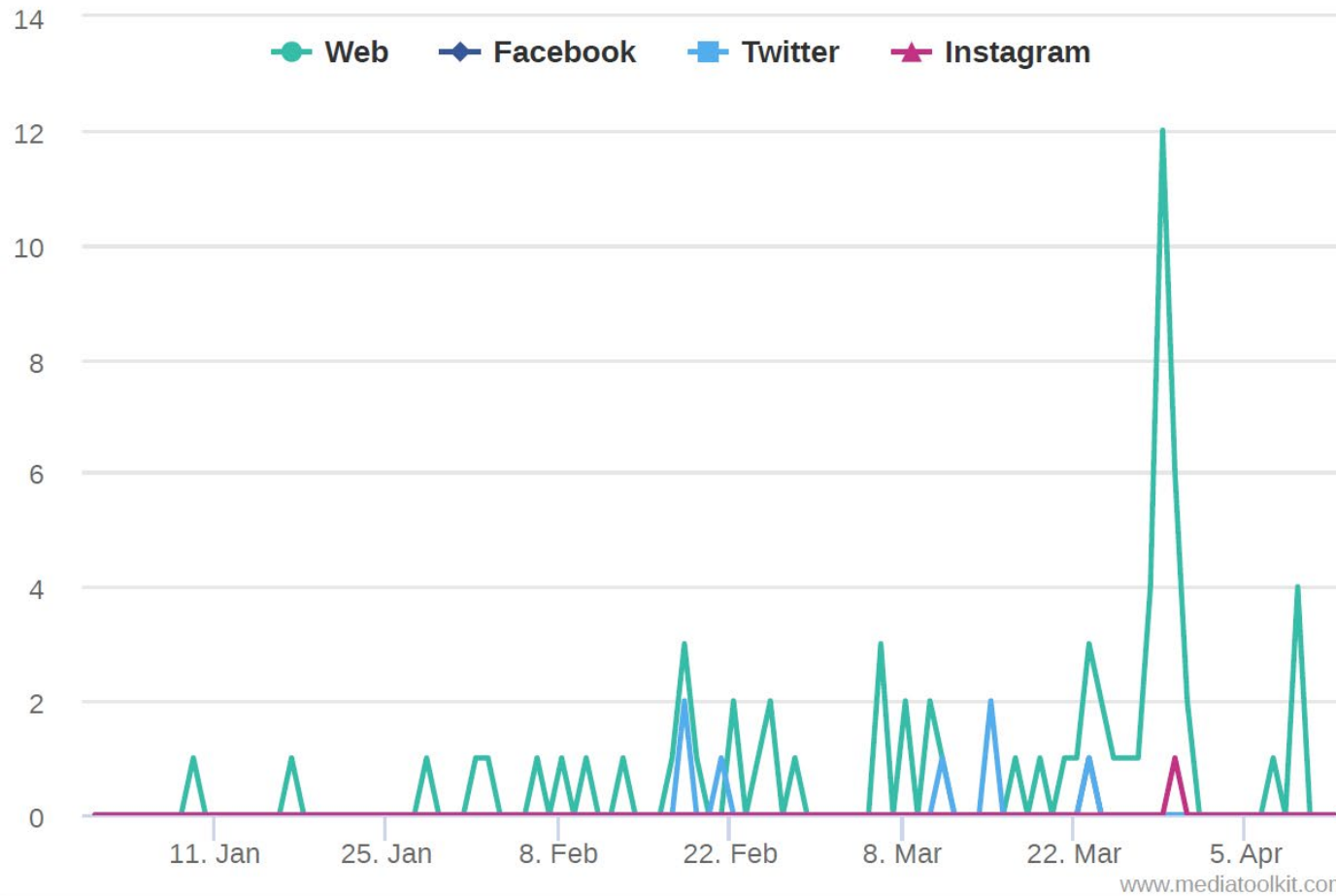
YOUR HEALTHCARE | THE FUTURE

*Thank You for Your
Confidence in Our Vision*

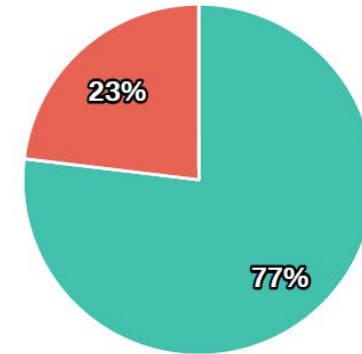
 **WEST FELICIANA PARISH
HOSPITAL**

Social Media... Measurable

Mentions over time by source



Positive-negative sentiment ratio



● Positive
● Negative

www.mediatoolkit.com



Broadcast and Video

SBPH

MEDICAL OFFICE
BUILDING



8050



Broadcast and Video | Messengers Key



Broadcast | Radio



Public Relations | Message Matters

- *Presentations to Community Groups*
- *Form Community Leadership Group*
- *Town Hall Meetings*
- *Physician Screenings at the Hospital*
- *Content E News & Use Data Base*
- *Print Sponsored Article*

Measure Results

- *Track Patient Volume*
- *Product Line/Referral Source*
- *Build Data Base of Consumers*
- *Monitor Social Media*
- *Survey Annually*

Brand Perception



Everything You Do Builds Brand Perception

The image shows the exterior of Acadia St. Landry Hospital. A large, mature tree with thick, gnarled branches dominates the left side of the frame. In the center, a brick building with a decorative lattice facade is visible. To the right, another large tree stands next to a white statue of a religious figure. The foreground is a well-maintained lawn with a paved walkway. The sky is overcast.

ACADIA ST. LANDRY HOSPITAL
Church Point, LA

TAKEAWAYS...



➔ Focus on the Message

➔ Develop a System to Deliver the Message

➔ Communicate and Implement

OUTCOMES...



➔ More Patients and Revenue

➔ Better Outcomes

➔ Gain Community Engagement and Trust



Winning their Hearts and Minds



Lunch

12:00 – 1:00 pm

Tennessee AB



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