



NATIONAL RURAL HEALTH RESOURCE CENTER

Delta Region Community
Health System Development
(DRCHSD) Program
Communication Strategies for
Community Outreach and
Education Webinar Series

Part 1: Building trust and confidence in your organization – From the inside out

Delta Region Community Health System Development (DRCHSD) Program Supported By:



Delta Regional Authority

This project is supported by the Health Resources and Services Administration ([HRSA](#)) of the U.S. Department of Health and Human Services ([HHS](#)) as part of a financial assistance award totaling \$10,000,000 with 100% funded by [HRSA/HHS](#) and \$0 amount and 0% funded by non-government sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by [HRSA/HHS](#), or the U.S. Government.



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Mike Milligan, President
Legato Healthcare Marketing



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Agenda

- Understand what inspires a strong hospital image
- The value of two-way communication
- Strengthening internal relationships
- Launching an Employee Ambassador Program
- Techniques for engaging your community



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Q: How confident are you in your ability to involve and engage your leaders, employees, and providers to effectively communicate your vision and image?

Q: How confident are you in your ability to involve and engage your patients and community members to effectively communicate your vision and image?

Q: What is the most effective method to strengthen your image within your community? (select one)

1. Advertising
2. Digital communications
3. Patient experience
4. Community relations

A strong hospital image inspires:



Trust

Confidence

Loyalty

Advocacy

Your Goal To Build Relationships

- **Employees**
 - Staff
 - Physicians
 - Board of Directors
- **Foundation members**
- **Community members**
- **Business leaders**



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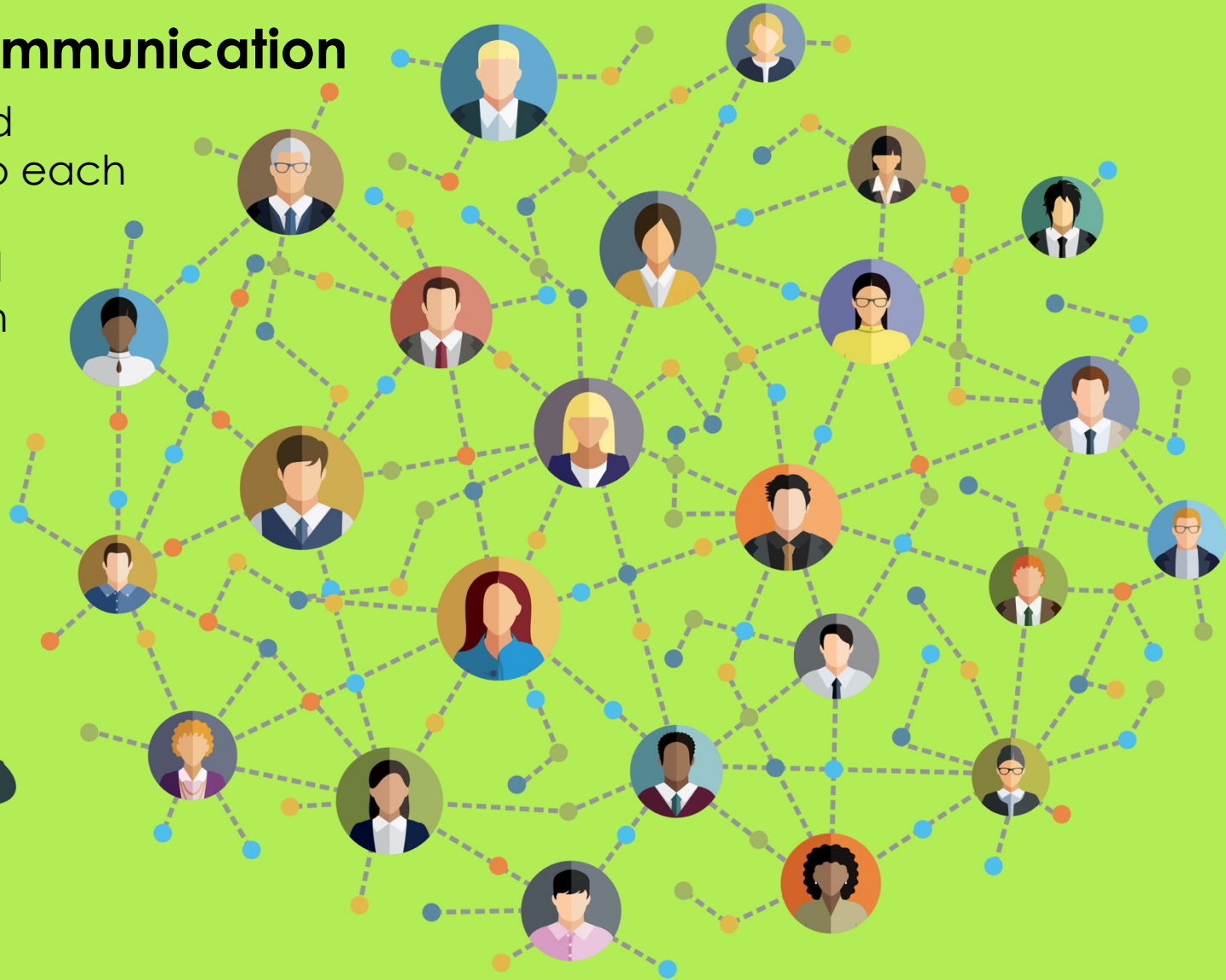


One-way communication
serves to inform, persuade or
command



Two-way communication

Both sender and receiver listen to each other, gather information and work together in harmony





INTERNAL RELATIONSHIPS



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Start with
your
Employees

- **Employee engagement and satisfaction creates:**
 - Better service, resulting in a better overall patient experience
 - Strong support for your connection to the community
 - A positive face of your organization



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Strategies

- **Intranet**
- **BOD messaging and engagement**
- **Donor communications**
- **Internal newsletters**
 - Printed or digital featuring employee recognition, service highlights, new providers and policy updates
- **Coffee with the CEO**
 - CEO meets with individual departments
 - Casual discussion over coffee, or go for a walk



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Pulse POINT



Take Just A Moment To Recognize Dedication And Commitment

It is that time of year to nominate a fellow employee or team who you feel exemplifies all the characteristics of Barrett Hospital & HealthCare's ICARE values to be recognized at the upcoming Employee Service & Awards Recognition Event to be held on January 18, 2018.

Throughout the course of our work days, each of us are witness to co-workers and colleagues who provide excellent, compassionate care and genuinely make a difference in the lives of patients, families, and all members of our community. Please take a moment to reflect on a person or persons who display the work ethic, positive attitude and role model behaviors consistent with our organization's mission, vision and values (Integrity, Compassion, Adaptability, Respect and Excellence).

Complete the [2017 ICARE Nomination Form](#) and return it to the Human Resources department at either campus location.

The deadline for ICARE nominations is January 10, 2018.

Kudos - Great Job Team!

"I have just completed a month as a patient at Barrett Hospital & Healthcare, and I want the people of Beaverhead County to realize what a wonderful first class facility we have, with all professionals and staff. We should all be so proud and grateful for the amazing people who work there. I have a profound respect for everyone and for years of training and education involved in their careers. Also, thank you to my family & friends" - **Sylvia Roberts, Patient** (quoted from Dillon Tribune)

"I have had an ongoing relationship with Barrett Hospital for the last nine years that I worked for the Office of Public Assistance. We have worked together to try to assist clients with issues related to their medical bills and coverage. The staff at Barrett Hospital have always been great to work with and understanding of the issues that their patients face when it comes to dealing with paperwork and applications for medical assistance. It has been a pleasure dealing with each and every person, and I would recommend you talk to them when you need their help and they will do their best to meet your needs." - **Kindra Church, Business Partner**

"For all the great providers and Barrett Hospital & HealthCare staff, a donation was made and restricted to the Southwestern Montana Mammography Program" - **Mel and Rex, Barrett Hospital Foundation Donors**



Kudos



Strategies

- **Employee forums**
 - Led by administration team
 - Keeps all staff informed
 - Be transparent
 - No sugar coating
 - Provide education, celebrate success, recognize individuals, entertain
 - Use as a platform to ask/answer questions
 - Available multi-shift
- **Employee Ambassador Program**
- **Patient Family Advisory Council (PFAC)**



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Add an answer in the Chat Box!

Q: What are you currently doing to engage your employees to build support, trust and confidence in your organization?

Employee Ambassador Program

The ambassadors are
responsible for:

- **Sharing key messages**
 - Within your facility
 - In their social environments
 - Out into your community
- **Gathering feedback** from all audiences and reporting back to hospital leadership



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Employee Ambassador Program

- Identify **10-15 employees** who positively influence others in your organization
- **Traits** to look for when selecting ambassadors include:
 - Demonstration of leadership within your organization
 - Supporter of the organization/user of hospital services
 - Community involvement
- Position the ambassador role as an **award/recognition of service** to encourage participation
- Consider having departments **vote on deserving ambassadors**



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Employee Ambassador Program

Conduct Upfront Training

- Overview of the ambassador role
- Expectations
- Duties/responsibilities
- Identify and distribute key messaging
- Frequently asked questions from the community and appropriate answers
- Schedule regular follow-up meetings (bi-monthly)



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Employee Ambassador Program

During bi-monthly meetings ambassadors and leadership representatives will:

- Review key messages and hospital updates
- Identify ways to communicate the key messages internally and throughout the community
- Discuss what ambassadors have seen/heard throughout the community
- Create an action plan for the coming month
- Respond to all new ideas and take immediate action on the ideas you plan to adopt



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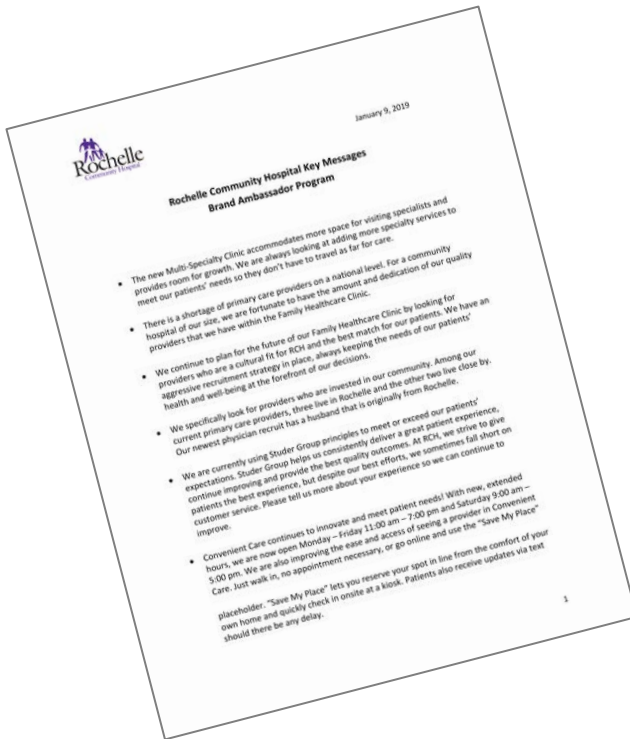
Employee Ambassador Program

- Rochelle Community Hospital's strategic plan identified the need for a grassroots effort to delivering the hospital's messages to the community, while gathering feedback from friends, relatives, neighbors, and peer groups
- This addressed the strategic goal of "Continuing to improve RCH image within the community"
- Monthly meetings were conducted between ambassadors and ambassador leaders



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Employee Ambassador Program

SAMPLE KEY MESSAGING:

- “Our new Multi-Specialty Clinic accommodates more space for visiting specialists and provides room for growth”
- “Convenient Care has extended hours”
- “We are focused on having our employees who speak Spanish present at local, hospital-sponsored events”



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Employee Ambassador Program



Ambassadors share input based on observations

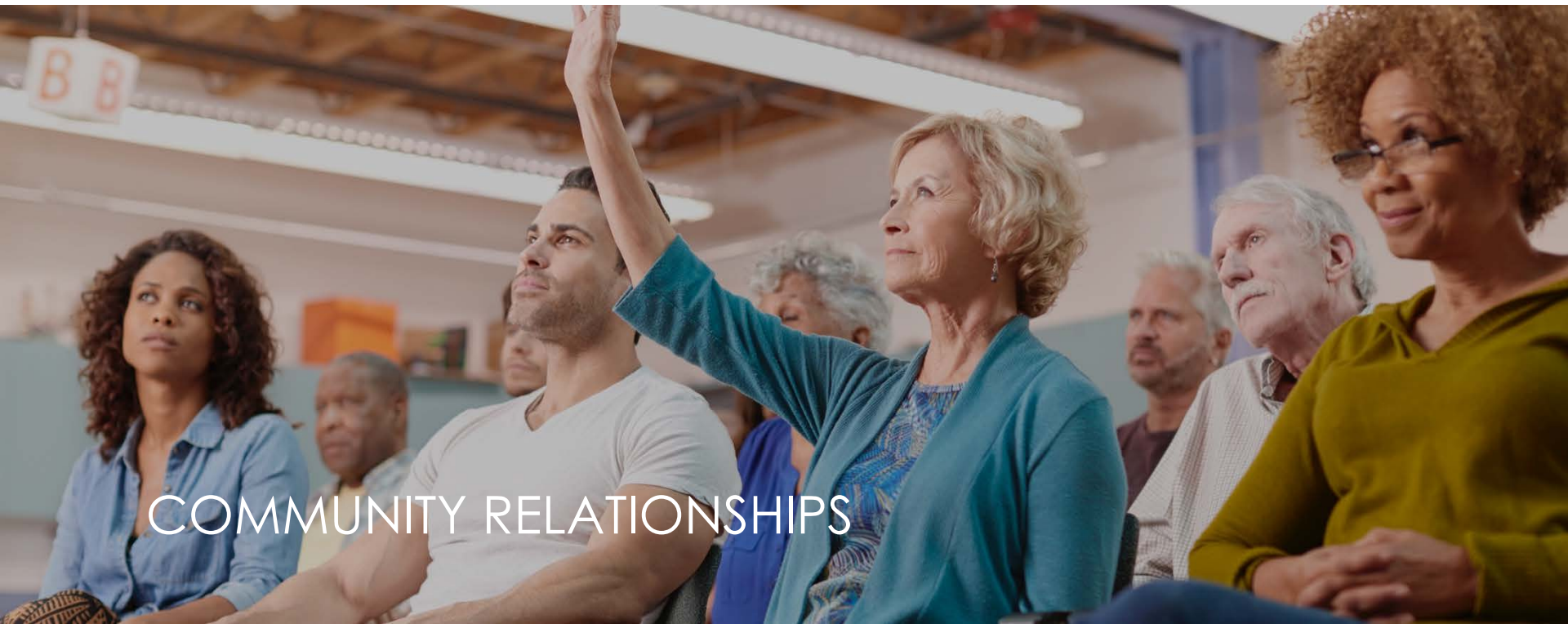
SAMPLE INPUT:

- ✓ “Develop an easier and streamlined approach to new patient and transferred patient registrations”
- ✓ “Stagger lunch hour breaks for Clinic front desk staff so patients are never left waiting without being greeted by someone at the desk”



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COMMUNITY RELATIONSHIPS



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Community Members

- Create a connection that takes you out to the community and brings the community to you
- Include primary and secondary service areas
- Identify the demographics and lifestyles of your community



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Patient/Family Advisory Council

Gain understanding

- Gather insights on ways to improve the patient experience
- Discover strength and weakness
- Engage patients and community members in shaping the future of healthcare in the community
- Build confidence that is safe to return for care
- Test communications strategies, messages, website functionality
- Learn about your competitors' offerings and experience



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Patient/Family Advisory Council

- Advisory council will include current and former patients
- Council members can be selected based on:
 - Patient experience (positive and negative)
 - Geographic location
 - Gender
 - Age – cross section
- 7 – 12 participants, plus one member from hospital or clinic
- Follow up via phone and in person explaining the process, expectations and need for confidentiality



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Patient/Family Advisory Council

- Member participation will be a 1-year term
- Meetings occur quarterly in an off-site location, as it promotes an environment of candor
- Meetings will be audio taped (no video), with permission of the members
- CEO attend introductory meeting
- Advisory group members have no decision-making power



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Patient/Family Advisory Council

Process needs to include:

- Report back to leadership on general findings
- Developing an action plan according to findings
- Sharing progress with advisory council members
- Identify future advisory council opportunities/topics



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Add an answer in the Chat Box!

Q: What are you currently doing that has been successful to engage your community?



TECHNIQUES

that can resonate in your community
(LIVE AND VIRTUAL)



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VIRTUAL EDUCATIONAL SERIES OR HEALTH AWARENESS

Better Choices, Better Health: Chronic Pain

Better Choices, Better Health: Chronic Pain is a self-management workshop for those living with chronic pain.

The workshop is held in a small group and meets once a week for 2 ½ hours for 6 consecutive weeks.

Topics covered in the workshop include:

- Techniques to deal with problems such as frustration, fatigue, isolation, and poor sleep
- Appropriate exercise for maintaining and improving strength, flexibility, and endurance
- Appropriate use of medications
- Communicating effectively with family, friends, and health professionals
- Nutrition
- Pacing activity and rest
- How to evaluate new treatments

There is no charge to attend.

Upcoming Workshops

Dates: Thursdays, Sept. 10th – Oct. 15th, 2020

Time: 6:00 – 8:30 PM

Location: *Online via Webex

Dates: Tuesdays, Oct. 6th – Nov. 10th, 2020

Time: 1:00 – 2:00 Pm

Location: Telephone

Dates: Thursdays, Oct. 15th – Nov. 19th, 2020

Time: 1:00 – 3:30 Pm

Location: *Online via Webex

Dates: Tuesdays, Jan. 12th – Feb. 16th, 2021

Time: 7:00 – 8:00 PM

Location: Telephone



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DIGITAL PRESENCE

- Social media
- Blogs
- Facebook Live



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COMMUNITY EVENTS

- Demonstrate your commitment to your community and their good health



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HEALTH SCREENINGS



You have a friend in 3D

Fast, reliable, and accurate results are what every woman deserves from her mammogram. And with our new, state-of-the-art 3D mammography and breast imaging, mammograms are more comfortable, images more thorough, results are more reliable, and cancers can be detected up to 65% faster than standard mammograms. To schedule a 3D mammogram, or learn more about this important breast health screening, call **712-754-5361**.




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AN AVERA PARTNER



Mammos, muffins & mochas!

Schedule your 3D mammogram and receive a **FREE mug** and voucher for a **muffin or beverage** from **The Lantern Coffeehouse & Roastery**.

Re-engage for health screenings while supporting local business



Mammos, muffins & mochas!

Schedule your 3D mammogram and receive a **FREE mug** and voucher for a **muffin or beverage** from **The Lantern Coffeehouse & Roastery**.



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COMMUNITY PUBLICATIONS



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COMMUNITY PUBLICATIONS

Provide content based on community need

The Most Important Tests (No Studying Required)

Sometimes, the best thing you can do for your health is show up. These charts offer guidelines for what tests and screenings you should be getting at what age. Of course, it's important to have regular checkups with your primary care doctor, even if you aren't due for tests, and he or she may suggest a different course of action depending on your individual health history.

WOMEN

Screening	Age 18-39	Age 40-65	Age 65+
Blood Pressure	✓	✓	✓
Cholesterol	✓	✓	✓
Diabetes	✓	✓	✓
Colon Cancer		✓	✓
Breast Self-exam	✓	✓	✓
Mammogram	✓	✓	✓
Polycystic Ovary & Pap Smear	✓	✓	✓
Osteoporosis		✓	✓
Lung Cancer (if applicable)		✓	✓
Skin Self-exam	✓		

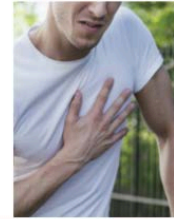
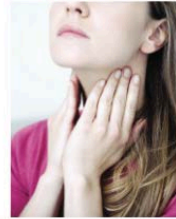
4 | Engage

MEN

Screening	Age 18-39	Age 40-65	Age 65+
Blood Pressure	✓	✓	✓
Cholesterol & Heart Disease Prevention	✓	✓	✓
Infectious Diseases	✓	✓	✓
Testicular Exam	✓	✓	✓
Colon Cancer		✓	✓
Osteoporosis		✓	✓
Prostate		✓	✓
Lung Cancer (if applicable)		✓	✓
Abdominal Aortic Aneurysm (if applicable)		✓	✓

Primary Care or ER?

It's not always clear what your action plan should be, but knowing when and where to go can save you time and money, and put you on the right road to recovery. Take this quiz to test your knowledge.



Scenario One:

You're getting heartburn more often than you did before. It's keeping you awake at night and making it difficult to enjoy your favorite foods.

What do you do?

- A) Ignore it and hope it goes away.
- B) Make an appointment with your primary care doctor.
- C) Go to the emergency room.

Answer: B

Although chronic heartburn could be a sign of something more serious, like GERD or acid reflux, your first stop should be with your primary care doctor. He or she can offer solutions and next steps.

Scenario Two:

Your throat hurts and you think you have a fever.

What do you do?

- A) Wait and see. It will probably get better if you can tough it out.
- B) Make an appointment with your primary care doctor as soon as possible.
- C) Go to the emergency room.

Answer: B

Tempting as it might be to "wait and see" or "tough it out," get seen sooner rather than later. A fever is never a good sign, and chances are you will only get sicker if you don't get treatment. Your primary care doctor can diagnose you, offer tips for not spreading it to loved ones or coworkers, and get you better faster.

Scenario Three:

You went to bed not feeling well yesterday and today you're having trouble breathing. Your chest is feeling unusually tight, too.

What do you do?

- A) Wait and see. It could go away on its own.
- B) Make an appointment with your primary care doctor.
- C) Go to the emergency room.

Answer: C

Head to the ER—and have someone drive you if at all possible. Breathing problems or chest pains are new something to be brushed off. They are serious symptoms. Have a doctor evaluate you right away.

Keeping Healthy This Winter

Dr. Ngozi Wilkins shares tips for a happy and healthy season

Q: What's the best way to stay healthy in the winter?
A: Get your yearly flu shot, wash hands with soap and clean running water for at least 20 seconds to prevent the spread of germs. Manage stress, and maintain a well-balanced diet.

Q: How important is wearing the right clothes in winter—does it matter?

A: Cold temperatures can cause serious health problems in infants and older adults. Wearing appropriate outdoor clothing, layers of light, warm clothing, mittens, hats, scarves, and waterproof boots is important to limit exposure to cold temperatures which suppress immunity, leading to respiratory infections.

Q: Does loading up on Vitamin C make a difference? Or those zinc supplements?

A: Taking vitamin C supplements regularly may slightly decrease the length and severity of colds, but unfortunately it does not reduce the number of colds. Zinc supplements taken orally may reduce the length and severity of a cold. However, there are some downsides: Zinc, particularly in large doses, can have side effects such as nausea and diarrhea and, if intranasal zinc is used, can cause loss of smell.

Q: Are older people at increased risk for winter illnesses?

A: People 65 years and older are at greater risk of serious complications from the flu, compared with young, healthy adults because human immune defenses weaken as we age. While flu seasons can vary in severity, during most seasons, people 65 years and older are affected most by severe flu disease. It has been estimated that in recent years, between 71 percent and 85 percent of seasonal flu-related deaths happened in people 65 years and older and 54 percent to 70 percent of seasonal flu-related hospitalizations have occurred among people in that age group. Influenza is often very serious for people 65 and older.

Q: I feel fine physically in winter, but I notice I always get a little depressed.

A: This may be due to seasonal affective disorder. Open your curtains to let in sunlight and engage in more outdoor activities on sunny days. Exercise can also help curb the winter blues. Make sure you schedule an appointment to see your doctor if there is no improvement. Also be sure to give yourself a break if you feel stressed out, overwhelmed, and out of control. Some of the best ways to manage stress are to find support, connect socially, and get plenty of sleep.



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COMMUNICATE CONFIDENCE



Committed to Your Care.
Dedicated to Your Safety.
Now and always.

At Syracuse Area Health, your health and safety are our highest priority.

We are pleased to welcome you back for the elective procedures and therapies you have delayed because of the COVID-19 pandemic. When you return for care, trust that we have incorporated additional safety procedures into our already strict protocols. Even though many things are different, our commitment to providing the highest quality care, and taking every precaution to best ensure your safety, will always remain the same.

As we look forward, we also reflect on the recent months and thank you for your support during this unprecedented time. We are proud to be a part of this connected community that comes together in tough times. Your care and encouragement have been overwhelming, inspiring, but not at all surprising. And we thank you most sincerely.

NOW RESUMING ORTHOPAEDIC AND THERAPY SERVICES

Get the help you need to live a pain-free summer.

- Faster healing with state-of-the-art NAVIO technology
- iovera® knee pain management
- Joint replacement that works for you
- Minimally invasive procedures
- Physical and occupational therapy solutions



Call **402-269-2011** to schedule an orthopaedic and therapy services appointment.

SAFE AT-HOME TELEHEALTH VIRTUAL APPOINTMENT

Meet with your SAH provider in the comfort of your own home.

How telehealth appointments work:

- Call the SAH clinic to request a telehealth appointment. The scheduler can determine if an audio or video visit is best.
- If you have a provider in mind, just ask. We'll find out if he or she is available for virtual visits.
- After check-in on your appointment, you'll be in a virtual room like an in-office appointment.



Return with Reassurance

Your safety. Always
our priority.

Now more than ever, we remain committed to providing you with the care you need, in the safest way possible. If you've been delaying medical care, we welcome you back with the reassurance that we've taken every precaution to make sure you can safely get the help you need. As always, you—and your safety—come first at Barrett Hospital & HealthCare.

Services:

- Diagnostic Imaging
- Physical, Occupational and Speech Therapies
(Telehealth is a care option)
- Lab Testing
- Select Elective Procedures
- Clinic Visits: Primary and Specialty Care
(Telehealth is a care option)

- To schedule a clinic appointment, or to discuss Telehealth as a care option, call **406-683-1188**.
- To make an appointment at Barrett Hospital & HealthCare, call **406-683-3000**



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Greg's Prostate Cancer Story

<https://www.youtube.com/watch?v=uBqj8u97HKc&t=1s>

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BUSINESS HEALTH PROGRAMS

CELEBRATING
50
YEARS

Black River
MEMORIAL HOSPITAL

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UPCOMING OCCUPATIONAL HEALTH EDUCATION EVENTS

February 22 and March 29, 2018
Black River Memorial Hospital
Dorothy Halvorson Conference Room
Light snacks and beverages provided

OSHA Update: What's on the Horizon? What Employers Need to Know
2:00-3:00 p.m.



What has changed? Find out what areas of emphasis or enforcement will be focusing on. This session will discuss the 2015 event/activity reporting standard, the 2016 Electronic Data Reporting Standard (and drug testing policies), 2016 penalty increases, revised walking-working rule standard and the top 10 Violations for FY2017.

Silica Exposure for Construction, What Employers Need to Know
3:00-4:15 p.m. Questions and Answers: 4:15-4:30 p.m.



What does the new Silica Rule mean for you and business?

This presentation will discuss the key points to the new standards for implementation dates, new exposure limits, medical surveillance, and controls. Engineering controls have evolved tremendously in the past decade. This session will discuss how the employer can comply with the exposure assessment (permissible exposure limit) through the combination of engineering and respiratory protection. The respiratory protection program requirements will be reviewed also.

Our presenter is Mary Bauer, Compliance Assistance Specialist in the Eau Claire Area. She has a bachelor's degree from UW-Eau Claire and holds certifications for CSP (Certified Safety Professional) and CIH (Certified Industrial Hygienist). Ms. Bauer was a Compliance Officer in the Eau Claire area for 20 years and has been the Compliance Assistance Specialist for the past 5 years.

These sessions are **FREE** and are being held on two different days. You can register for both sessions or just one.

Register at 715-284-3626 or email bemism@brmh.net

711 West Adams Street, Black River Falls, WI 54615 | 715.284.1330 | www.brmh.net

FREE OSHA Update Coming Soon

Join us on February 22 or March 29, 2018,
as we present an OSHA Update.

What's on the Horizon? What Employers Need to Know.
2:00 p.m.-3:00 p.m.

Silica Exposure for Construction, What Employers Need to Know.
3:00 p.m.-4:15 p.m.

Check out the [informational flyer](#).

Register at 715-284-3626 or bemism@brmh.net.



Protect Your Investment

Employee health is one of your business' most important assets. Through the variety of progressive occupational health and wellness services available at Black River Memorial Hospital, we can help you identify your employees' health risks and needs. Together, we can help develop goals and strategies to protect your biggest investment.

Reduce Healthcare Costs

Employers can see an average of \$3 saved for every \$1 spent on employee wellness programs (Center for Disease Control and Prevention, www.cdc.gov).



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Summary

- A hospital image can inspire trust, which leads to confidence, followed by loyalty, then becoming advocacy
- Build loyal followers through two-way communication
- Employee engagement and satisfaction creates better service, resulting in a better overall patient experience and community connection
- Brand Ambassadors allow you to share your values and image within your facility and out into the community
- PFAC builds better understanding of the needs and wants of patients and their families, visitors and prospective patients
- Virtual and live engagement can continue to resonate in your community even during COVID



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Q: How confident are you in your ability to involve and engage your leaders, employees, and providers to effectively communicate your vision and image?

Q: How confident are you in your ability to involve and engage your patients and community members to effectively communicate your vision and image?

DRCHSD Communication Strategies for Community Outreach and Education Webinar Series

See you for Webinar #2!

Professional Development:

Elevating Your Role as a Communicator in Your Organization

Thursday, October 29, 11:00-12:00 CT

Speaker: Mike Milligan, President of Legato Healthcare



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Thank You!

For more information contact:

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Legatohealthcaremarketing.com

