Part 1: Building trust and confidence in your organization – From the inside out
Delta Region Community Health System Development (DRCHSD) Program

Supported By:

U.S. Department of Health & Human Services
HRSA
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Delta Regional Authority

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Mike Milligan, President
Legato Healthcare Marketing
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
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
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.
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
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
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 coworkers 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 professional 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." - Roy King, Patient (required from Internal Posting)

"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." - Krista Chuich, Business Partner

"For all the great providers and Barrett Hospital & HealthCare staff, a donation was made and restricted to the Southwestern Montana Mammography Program" - Hid and Ron, Barrett Hospital Foundation Donors
• 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)
Q: What are you currently doing to engage your employees to build support, trust and confidence in your organization?
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
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**
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)
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
Employee Ambassador Process

- Share Feedback
- Ask Questions
- Listen
- Analyze Trends
- Shape Future Messages
- Follow-up With Answers
- ID Key Messages
- Share Messages

Follow the cycle to improve communication and feedback within an organization.
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.
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”
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”
COMMUNITY RELATIONSHIPS
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
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
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
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
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
Q: What are you currently doing that has been successful to engage your community?
TECHNIQUES that can resonate in your community (LIVE AND VIRTUAL)
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 1/2 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

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<thead>
<tr>
<th>Dates</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Thursdays, Sept. 10th – Oct. 15th, 2020</td>
<td>6:00 – 8:30 PM</td>
<td>Online via Webex</td>
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<tr>
<td>Tuesdays, Oct. 6th – Nov. 10th, 2020</td>
<td>1:00 – 2:00 PM</td>
<td>Telephone</td>
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<tr>
<td>Thursdays, Oct. 15th – Nov. 19th, 2020</td>
<td>1:00 – 3:30 PM</td>
<td>Online via Webex</td>
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<tr>
<td>Tuesdays, Jan. 12th – Feb. 16th, 2021</td>
<td>7:00 – 8:00 PM</td>
<td>Telephone</td>
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DIGITAL PRESENCE

- Social media
- Blogs
- Facebook Live
COMMUNITY EVENTS

• Demonstrate your commitment to your community and their good health
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.

Mamos, 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
COMMUNITY PUBLICATIONS
Provide content based on community need
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.

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

HOW RESUMING ORTHOPAEDIC AND THERAPY SERVICES
See the menu below to view a list of services including orthopaedic and therapy services.
- Orthopaedic and therapy services
- Physical therapy and rehabilitation
- Occupational therapy and rehabilitation
- Speech therapy
- Other services

SCHEDULED APPOINTMENTS
- To schedule an appointment or to discuss TeleHealth as a care option, call 219-319-631.
- To make an appointment at Barrett Hospital & HealthCare, call 406-683-3000.

SAFE AT-HOME TELEHEALTH VIRTUAL APPOINTMENT
Meet with your physician from the comfort of your home.

Now telehealth appointments are:
- Convenient
- Private
- Accessible
- Safe

To schedule an appointment, call 406-683-3191.

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.

NATIONAL RURAL HEALTH RESOURCE CENTER

legato® healthcare marketing
Greg’s Prostate Cancer Story

https://www.youtube.com/watch?v=uBqj8u97HKc&t=1s
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.-4:00 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 such as implementation dates, new exposure limits, medical surveillance, and engineering controls. Engineering controls have evolved tremendously in the past 20 years. To protect workers from Silica dust, we 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 Assurance 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 CHI (Certified Industrial Hygienist). Ms. Bauer was a Compliance Officer for the Eau Claire area for 20 years and has been the Compliance Assurance Specialist for the past 10 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.

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).

BUSINESS HEALTH PROGRAMS
• 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
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
Thank You!

For more information contact:

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mikem@golegato.com

Legatohealthcaremarketing.com