# Cascading Community-Related Strategies

Presented by: Sue Tetzlaff, Principal/Co-Founder

CAPSTONE
Leadership Solutions, Inc.
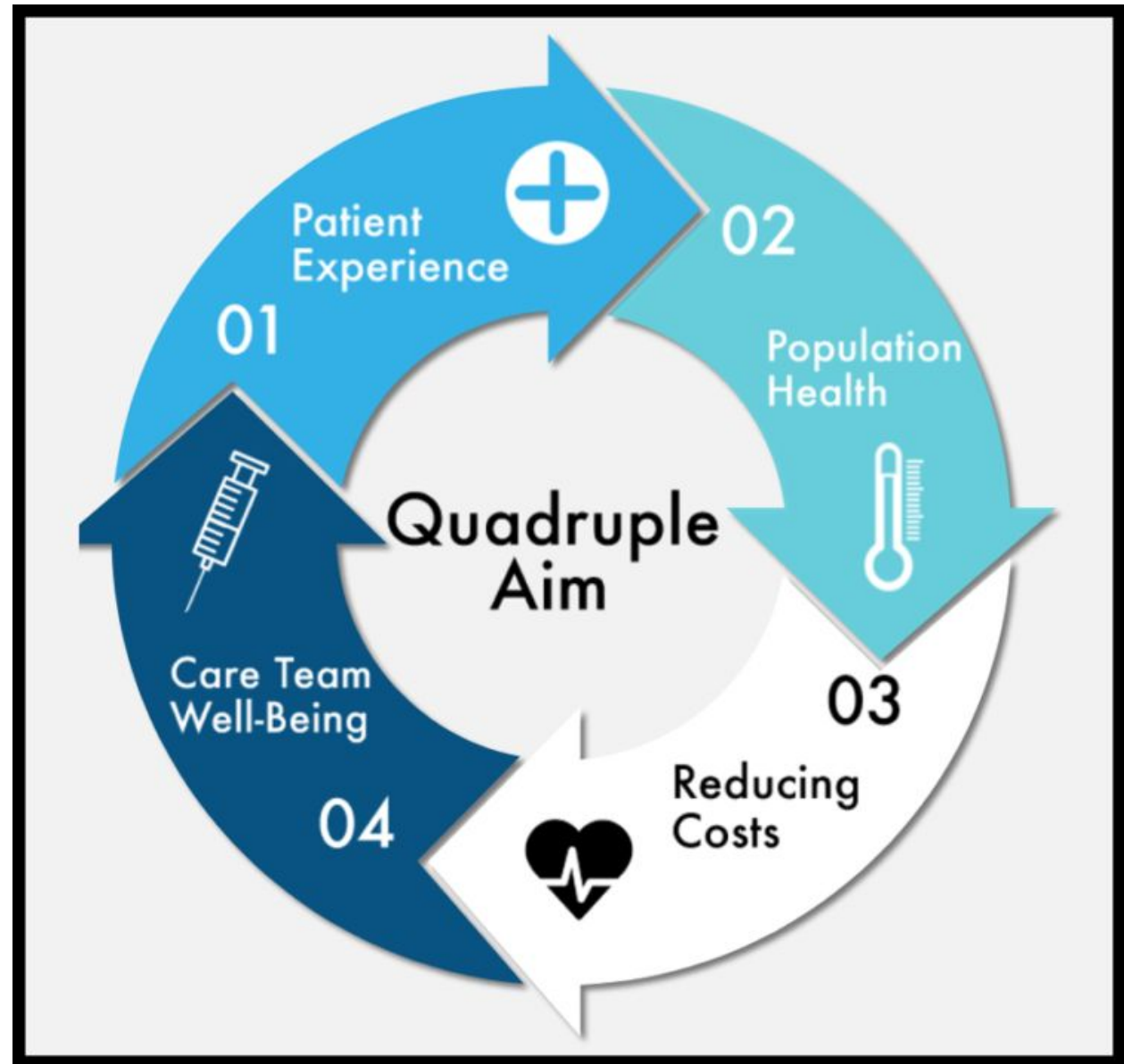
# "No Walls"

CAPSTONE
Leadership Solutions, Inc.

# Inter-Connectedness

When you strengthen a community asset, you strengthen a community

CAPSTONE
Leadership Solutions, Inc.

**Strategic Priorities**

**Quadruple Aim**

# Common Strategic Priorities

- Serve more of the primary and secondary market with a comprehensive set of needed services; expand market region; beat the competition (Growth)
- Create "loyal & raving" fans - community members that would choose you, recommend you, and talk positively about you in the community (Service & Quality)

CAPSTONE
Leadership Solutions, Inc.

# Common Strategic Priorities

- Strengthening Financial Stewardship & Success (Finance & Growth)
- Continually elevate a high-performance culture in which people, results, & strategies can flourish (People)
- Population health, elevating overall wellness of community members (Mission/Vision)
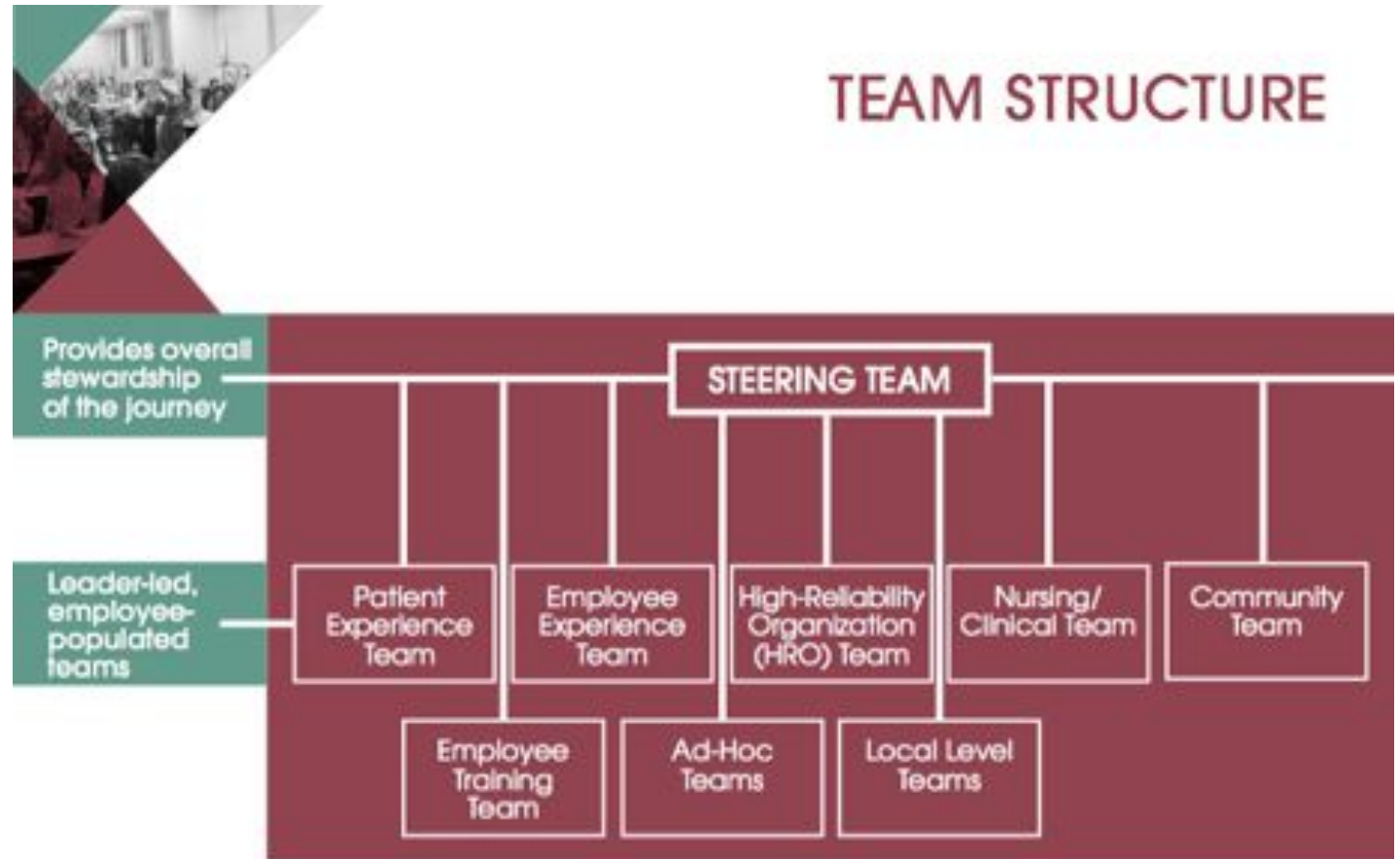
CAPSTONE
Leadership Solutions, Inc.

## Common Approaches

Small & Rural Healthcare Organizations

- Community Relations/Marketing/PR
- Foundation
- Administration/Leaders
- Individual Departments
- Individuals

CAPSTONE
Leadership Solutions, Inc.

# Team Approach

Small & Rural Healthcare Organizations



## TEAM STRUCTURE

**Provides overall stewardship of the journey** → STEERING TEAM

**Leader-led, employee-populated teams** →

- Patient Experience Team
- Employee Experience Team
- High-Reliability Organization (HRO) Team
- Nursing/Clinical Team
- Community Team
- Employee Training Team
- Ad-Hoc Teams
- Local Level Teams

CAPSTONE
Leadership Solutions, Inc.

# Impact

Small & Rural Healthcare Organizations

Community develops a heightened level of trust, loyalty and pride for the community's healthcare organization

CAPSTONE
Leadership Solutions, Inc.

**Community Team**

PURPOSE

To champion community involvement in the organization and organizational involvement in the community.

CAPSTONE Leadership Solutions, Inc.

## Community Team

---

FOCUS/
ALIGNMENT

1. What

2. Who

3. Where

CAPSTONE
Leadership Solutions, Inc.

## Community Team

### WHAT

- What are the **PRIORITIES** from your Community Needs Assessment and Strategic Plan?

- What are your organization's strategic priorities related to community wellness/population health and/or what services/programs are new or desired to increase in volumes/impact/market share?

CAPSTONE
Leadership Solutions, Inc.

## Community Team

### WHAT

- What are the current state/national healthcare awareness focuses (Vaping, Cardiac Month, etc.) and do they link to your PRIORITIES and your timing?

- What can you do to promote the organization as the best place to work and the best place to receive care?

CAPSTONE
Leadership Solutions, Inc.

## Community Team

### WHAT

- What are you currently doing to interact with the community?

TEAM ACTION ITEM: Assess the organization's past efforts to organize or participate in community events (inside & outside of your organization). What should you start/stop/continue/change based on what you assessed? Who's currently responsible to organization &/or participate? Are any of these past events ones that your team should assume responsibility to organize and/or promote participation in?

## Community Team

**WHO**

- Who are your community **PARTNERS,** or should be your community partners?

- Consider the relationships you want to develop or strengthen with other agencies/businesses in your community.

- Who is contributing? (Auxiliary, Volunteer Program, Leaders, Employees)

CAPSTONE
Leadership Solutions, Inc.

## Community Team

**WHERE**

- Where are our primary and secondary **MARKET** regions?

- Where should you be present or increase our presence to make the most impact on our priorities, our partners, and our community?

CAPSTONE
Leadership Solutions, Inc.

| 1st Quarter (Jan/Feb/Mar) | 2nd Quarter (Apr/May/June) |
|---|---|
| ☐ Collaborate with the training team - final planning and delivery of training at Employee Training Event<br><br>☐ Develop a plan for how to engage employees to participate/support events; Develop a way to track how many employees participate and have a method for showing appreciation for employee participation.<br><br>☐ Plan, Promote, Conduct & Evaluate Community Events<br><br>    o One "in" event: _____<br><br>    o One "out" event: _____<br><br>☐ Recognize and celebrate your volunteers for their contributions this quarter<br><br>☐ In collaboration with the Patient Experience Team, begin planning for a community/employee event related to National Patient Experience Week (in April). | ☐ Celebrate National Patient Experience Week (in April).<br><br>☐ Plan, Promote, Conduct & Evaluate Community Events<br><br>    o One "in" event: _____<br><br>    o One "out" event: _____<br><br>☐ Recognize and celebrate your volunteers for their contributions this quarter<br><br>☐ How will your employees become "CMOs" (Chief Marketing Officers) or ambassadors for your organization's services and as an employer-of-choice? What are the services to be promoted in the community based on the organization's key strategies? Develop a plan for this for the remainder of the year. Review and consider "WOM" (word of mouth) approach. |
| 3rd Quarter (Jul/Aug/Sept) | 4th Quarter (Oct/Nov/Dec) |
| ☐ Plan, Promote, Conduct & Evaluate Community Events<br><br>    o One "in" event: _____<br><br>    o One "out" event: _____<br>    o<br><br>☐ Recognize and celebrate your volunteers for their contributions this quarter<br><br>☐ Consider, develop, and deliver one topic for the employee training event to be held in September in collaboration w/ the Employee Training Team.<br><br>☐ Organize/execute this quarter's "CMO" (Chief Marketing Officers), "WOM" (word of mouth), or ambassadors focus.<br><br>_____<br><br>☐ Prepare for the All Teams Planning Meeting | ☐ Plan, Promote, Conduct & Evaluate Community Events<br>    o One event "in"<br>    o One Event "out"<br>☐ Annual recognition of volunteerism/contributions<br>☐ Organize/execute this quarter's "CMO" (Chief Marketing Officers), "WOM" (word of mouth), or ambassadors focus.<br><br>_____<br><br>☐ Begin considering one topic for the employee training event to be held the first quarter of next year (Feb).<br><br>☐ Get ready for the new year! Team re-commitment/membership determination. Familiarize yourselves with the team's action plan for next year. Collaborate with Steering Team for budget/resources needed. Celebrate your wins/progress! |

# Increasing Contributions

How other teams can contribute to community-related strategies

CAPSTONE
Leadership Solutions, Inc.

## Nursing/Clinical Team

- Patient Family Advisory Council &/or Patient Rep on the team
- Nurses Week & DAISY Award Celebrations
- Nursing Honor Guard
- DC/Post-Visit Phone Calls
- Health Promotion

CAPSTONE
Leadership Solutions, Inc.

# Nursing/Clinical Team

**Nursing/Clinical Team**

Services *offered* by the Nursing Honor Guard could include:

- **The Nightingale Tribute**
- **Casket Honor Guard**
- **Honorary Pallbearers**
- **Final Call to Duty**

CAPSTONE
Leadership Solutions, Inc.

# Nursing/Clinical Team
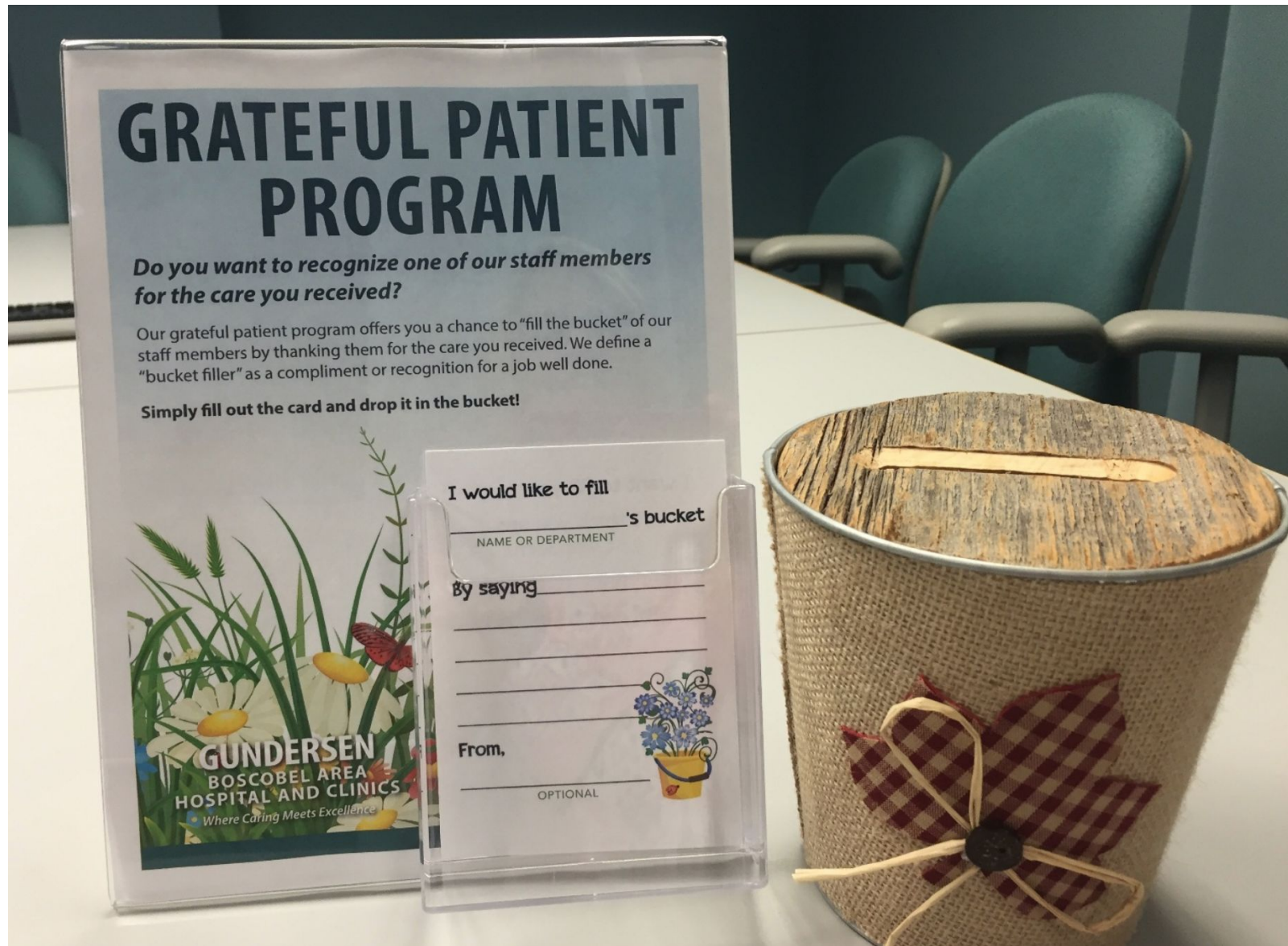
CAPSTONE
Leadership Solutions, Inc.

## Patient Experience Team

- Improving the Patient Experience
  - Patient Surveys
  - "Managing Up"
  - Hallway/Telephone Etiquette
- Patient Family Advisory Council &/or Patient Rep on the team
- National Patient Experience Week

# Patient Experience Team

- Spring Cleaning Event
- Patient-to-Employee Recognition
  - "Grateful Patients Program"
  - "Pop by and give thanks"

CAPSTONE
Leadership Solutions, Inc.

**Patient Experience Team**

# Patient Experience Team



HAPPY ALMOST THANKSGIVING!

## Pop By & Give Thanks

**Wednesday, November 16th**

Pick up a thank you card for an employee and the Community Staff Relations Committee will deliver your card by November 22nd.

**PLEASE WRITE THE PERSON'S NAME AND DEPARTMENT ON THE OUTSIDE OF THE ENVELOPE.**

you're the best · · ·
THX  *many thanks*
· · · · · · · · · · · ·  GRAZIE
muchas gracias
**THANK YOU**
danke  **MERCI**
*so thoughtful* · · · · ·
YOU ROCK
**GRATEFUL**  thanks a MILLION
· · you're swell

## FREE POPCORN

FROM SMH & MEDICAL CARE FACILITY WILL BE AVAILABLE TO ANYONE WHO DROPS OFF THEIR CARD BETWEEN **11:30am—1:30pm**

**Wednesday, November 16th**

CAPSTONE Leadership Solutions, Inc.

## Employee Experience Team

- Improving the Employee Experience
- National Employee Appreciation Day
- "Why I choose......"
- Employee Ambassadors ("Chief Marketing Officers") & Volunteer Programs

CAPSTONE
Leadership Solutions, Inc.

# Employee Training Team

- Local speakers/trainers
- Patients as speakers
- Community in audience
  - "Restore the Roar"

CAPSTONE
Leadership Solutions, Inc.

## High Reliability/ Quality/Safety Team

- Improving Quality & Safety
- National Patient Safety Awareness Week
- Speak Up - Patient Advocacy
- Community Health & Safety (e.g., Winter safety)

CAPSTONE
Leadership Solutions, Inc.

**Clinic/Medical Office or other "Local Level Teams" Teams**

- Service or Department-Specific Community Events/Promotions
- Elevating community "good will" and relationships specific to this service line
  - pediatrics clinic involved in school activities
  - behavioral health unit involved in community-wide suicide awareness event

CAPSTONE
Leadership Solutions, Inc.

# Steering Team

- Communication Boards where patients/visitors can see them
- Hospital/Healthcare Week
- Goal Cycle
- Leadership Training

CAPSTONE
Leadership Solutions, Inc.

# Common Challenges

- Employee Volunteerism
- Attendance/Participation
- Coordination

CAPSTONE
Leadership Solutions, Inc.

# Impact

---

Small & Rural Healthcare Organizations

Community develops a heightened level of trust, loyalty and pride for the community's healthcare organization

CAPSTONE
Leadership Solutions, Inc.

# QUESTIONS?

REACH OUT!

Sue Tetzlaff
sue@capstoneleadership.net