Community First Council Charter

Community *First* Council Charter

Council Purpose:

To galvanize public perception of the value of our hospital as a center for excellent care, continued education, and support in finding new pathways to a healthier community.

Council Membership:

Between 15-20 high-profile public figures, as well as enthusiastic hospital leaders with a mutual commitment to extend the boundaries of population health.

Terms of Office:

Members serve at the pleasure of the CEO for two and three-year terms.

Council Leadership Duties:

As healthcare shifts its focus from volume to value, and from aims for clinical outcomes to goals for holistic public health, Council members use their influence to:

- promote the hospital and its departments for building a culture that looks at care from the patients' perspective
- create community awareness of benefits of healthy lifestyles
- recognize and award local exemplars of healthy living
- maintain a public presence as advocates for diet and exercise
- seek to involve other public figures as boosters for good health
- publish an Annual Report on the Health of the Community with recommendations / leadership needed for improvements
- choose at least one sizeable project per year to galvanize changed health behaviors in the entire community
- meet at least once a month for lunch in a highly-visible venue *(most often, a table in the center of the hospital's cafeteria)*

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Addendum

Additional ideas from the HBS™ - Willingness To Recommend Webinar

Mission

- To communicate the value of your hospital's excellent patient care to your community.
- To re-educate community to see your hospital as a resource for education and support about healthy lifestyles and well-being – not just as a place to go when sick.

*"**Community First**" – Recruits Best Leaders from Inside Your Hospital*

- Positive, enthusiastic management, physicians, nurses, and all support staff
- Your Community Relations leader
- Business development department
- Active Key Volunteers
- Loyal appreciative patients
- Patient Advisory Council Members
- Board Members from both your Hospital and Foundation

"Community First" How's the Health of Your Community?

- Conduct a Community Health Assessment
- Learn from Patient Focus Group(s), or your Patient Advisory Council
- Conduct Staff Focus Groups
- Harvest info from post-discharge calls
- What health support is your community most hungry for?
- How soon can you meet those needs?

Brainstorm Your Mission and Your Message

- Create a three-year plan to energize a change in local health and lifestyles
- Goal: to transform public health, and build public pride in your hospital
- Be honest about past reputation, even as you shift focus to your "new" levels of healthy living, clinical expertise and care

Check / Re-write Your "Brand Promise" as a Health Resource, Shown in Your:

- Mission Statement
- Vision Statement
- Values
- Tag Lines
- Service Standards
- Care Promises

Update your…

- Web Site
- Brochures
- All marketing materials to reflect changes in your Brand Promise

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Do Your Homework:

- Conduct an internal survey of employees
- Ask: what's their willingness to recommend the hospital?
- Learn what still needs changing to gain their alignment
- Work to make those changes happen
- Goal: a unified, intentional culture

Community Outreach Goals

- Educate about healthy lifestyles
- Provide instruction about diet and exercise
- Create excitement re: new clinical services
- Introduce new physicians and personnel
- Trumpet new physical improvements

"Community First" Involves Good Word-of-Mouth

- You already have credible community citizens whom you can energize as "carriers of good news" about your hospital

They include…The Most Respected People in Your Community…

  - Police officers and firefighters
  - All first responder emergency personnel
  - Chaplains / spiritual care counselors
  - City Council and School Board members

Make sure they know of your public outreach. Recruit them to help spread the word…

Train Team Members as Ambassadors

- Teach them how to discuss the difference between the "old" facility – and what is "new and remarkably different" today
- Lead associates to express pride in the hospital's mission, vision, and values
  - at family gatherings,
  - at the Little League ballpark,
  - the beauty salon,
  - across the back fence with neighbors,
- Your associates are the best Ambassadors

No Hidden Hospital I.D. Badges

- Train your team via role-plays for situations where negative feedback is likely
- Make staff and Volunteers comfortable with what to say and do
- Train staff to anticipate and forestall negative conversations from patients, and above all, to perform service recovery

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Make Your Hospital a Wellness Center

- Make meeting rooms available for health-oriented causes:
  12 Step groups, weight-loss, diabetes,
  care-giver support, meditation training,
  yoga, diet and nutrition education
- Activate your MD's and RN's as speakers at public health forums, held in-house
- Open your Fitness Center / Rehab facility to the community

How Many Ways Can You Influence Your City's Health?

- Annual Health Fair
- Cancer Walks and 5k/10k fundraisers
- Annual Hospital Open House
- Hospital "Boosters/Champions" on Chamber of Commerce, United Way, Economic Development and tourism organizations
- Talks at service clubs, churches and…

Create Positive Buzz Everywhere

- Health booth at all high-school athletic events
- Educate hair stylists, barbers about your hospital
- Publish an Annual Community Report, circulated to every household as special promotion with local newspaper
- Establish a Community Health Hotline, with priority response to current concerns

Create a Robust Social Media Presence

- Facebook: build 'interest groups' based on affinities: Alzheimer's support, Parkinson's, etc.
- YouTube: videos teaching activities that seniors can do at home to promote better quality of life
- Twitter: used for immediate communication between patient and hospital after discharge
- Hospital web-portal for ongoing patient engagement

Launch a Speaker's Bureau

- Enlist your empowered frontline leaders (Service Excellence Advisors)
- Organize a Train-the-Trainer course for volunteers to carry your message
- Hold a class for all 'Community First' members to learn about your 'new and improved' message, and how to share it

Visibility in the Community Counts…

- Don't forget: your internal departments are your public face

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Your Internal Departments Contribute Importantly to "Recommend" Scores

- Serve co-workers as you would patients and guests
- Treat all colleagues as professionals – with courtesy, honesty, and respect
- Encourage team members' work, and praise them whenever possible
- Make new staff members feel welcome!

All "Behind The Scenes" Departments Impact Patient's Perceptions of the Hospital's Good Will

Examples:

- Purchasing (your business relationship with local suppliers)
- Engineering and Maintenance (a smooth-running plant as seen by public)
- Security (skill at handling difficult situations)
- IT (making their technology available to local non-profits)
- Physicians (free physicals for youth athletics
- Medical Records (smooth system, no waste time in preparing patient records for easy pick-up)
- Finance Office (sharpen your hospital's complaint handling re: billing, costs of services, and payment plans. Teach skills for discussing money matters with patients.)

> *"There are those who serve the patient, and there are those who serve those who serve the patient."* – *Anonymous*

Team DO IT Recommendation – Charter a "Community First" Council

The Council has one function: "to better the health of the community"

- Creates awareness via all available media
- Gives awards and recognition for lifestyle improvements of every kind
- Be enthusiastic advocates for celebration of all national healthcare awareness days
- Uses the good offices of its membership to lead the community to new understanding of smarter lifestyles
- And "Walks the Talk!"

Make it a Powerhouse Group

- Stack your Council with energetic membership
- Choose high-profile citizens, committed to public health
- Make the Council a coveted appointment
- Design a prestigious induction ceremony. Your CEO leads swearing-in ceremony. Local newspaper coverage with pictures is a must
- Council meets bi-weekly at hospital. Visible!
- Lunch monthly at the Hospital Cafeteria. Be seen!
- Is the motor force behind "Community First" Council unafraid to create public excitement about hospital?

Appoint a six-person steering team to develop a draft "Community First" Charter and first year Plan of Action. Hold a founding meeting as soon as your Executive Team approves the recommendations.

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