



Augusta Health Heart Health Fair

Krystal Moyers, Health Educator Lisa Schwenk, Director of Public Relations and Community Outreach Augusta Health KMoyers@AugustaHealth.com 540-932-4976

Heart Health Fair

- Held Each February in Observance of Heart Month
- · 2010: Inaugural Year
- 2013: Also Served as New H &V Center Grand Opening
- · Location:
 - 2010-2012 Main Hospital Atrium
 - 2013 Heart and Vascular Center
 - 2014-Present Open Café Atrium in Lifetime Fitness Center
- Time: 3-6 pm





Timeline Heart Health Fair Task List SHSMDU

Planning



- Numerous Hospital Departments Participate \(\int\)
 - · Cardiac Rehab
 - · Cardiovascular Services Carotid Artery Screenings
 - Chest Pain Unit Ambulance
 - · Diabetes Glucose Screenings
 - Dietitian Nutritional Education and Heart Healthy Food Demos
 - · Lab Cholesterol/Lipid Panel Draws \$10 Charge
 - Lifetime Fitness Body Mass Index
 - Respiratory Pulmonary Function Tests
 - Sleep Center Sleep Assessments
 - Stroke Team Blood Pressure Screenings and Stroke Assessments



Budget

- · Publicity
 - Advertising in Newspaper's Calendar of Events
 - Flyers
- · Sample Augusta Health Give Aways
 - · Hand Sanitizer
 - Heart-shaped Notepads
 - · Heart-shaped Stress Balls
 - Pedometers
 - · Red Band-Aid Holders
 - Reusable Tote Bags
 - First Aid Kits

Budget Ranges from \$5,000 - \$20,000 (excluding Staff)





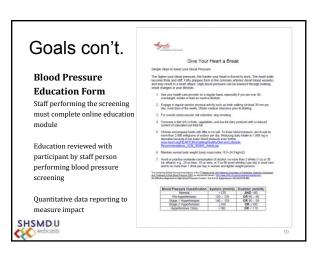
Goals

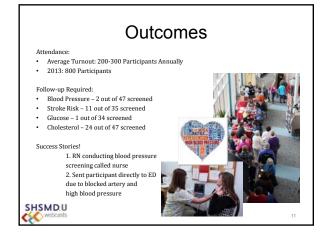
- Improve Community Health
 - Chronic Disease Management Heart Disease/Diabetes
 - Identified as a Health Priority in CHNA
- · Community Health Education
 - Authorization Form
 - Education Forms





Goals con't. Heart Health Fair Authorization Form Utilized for all the screenings offered at the Heart Health Fair Participant receives carbon copy Protocol for follow-up for blood pressures screened in Stage 1 and 2 Hypertension and Hypertensive Crisis ranges SHSMDU









 "Light It Up Blue" throughout the month of April



SHSMD.U webcasts



Advocacy

World Autism Day at the U.N. *April 02, 2015*



SHSMD.U webcasts

Spectrum of Kindness

Spectrumofkindness.org

HSC has created an online community to help promote a better understanding of caring for children with Autism though positive, real-world accounts of the everyday hurdles and joys associated with Autism that will inspire others.



SHSMD.U

Spectrum of Kindness

- Through Spectrum of Kindness, individuals can share their stories by uploading a story, video or photos
- · SOK pins

SHSMD.U



Timeline for Planning

- May 1st initial thoughts on April's efforts
- · Planning continues in the background
- January 1st start preparing for this April
- March 1st specific strategies
- March 15th executable plan in place; set amount of funds allocated



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Who is Involved

- CEO
- · External Relations Team
 - Marketing/PR
 - Government Relations
 - Foundation
 - Marketing Firm
- · Autism Unit Staff



Goals

- 1) Increase Autism awareness
- 2) Promote better public policy
- 3) Bring families together
- 4) Brand HSC as a premier provider of Autism services



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Outcomes/Results

- 1) Increased awareness
- 2) Strong legislative relationships
- 3) SOK has over 40 entries from 9 states
- 4) Earned media
- 5) Awarded \$500,000 state grant to open 1st inpatient unit in CT, 10th in country



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OCTOBER:

Breast Cancer Awareness Month

Amber Cava, VP of Marketing & Community Relations and Foundation, Sampson Regional Medical Center, acava@sampsonrmc.org

The opinions expressed are those of the presenter and do not recessarily state or reflect the views of SHSMD or the AHA. D2016 Society for Healthcare Strategy & Market Development

About the Campaign

The Pink Brunch & Moonlight Mammo





SHSMDU

Campaign Goals

- Generate exposure for hospital & mammography services by capitalizing on Breast Cancer Awareness Month
- Provide education about breast cancer detection and support the cause for Breast Cancer Awareness through special activities
- · Increase mammography volumes



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The Pink Brunch

- 1st week day in October
- Advanced registration
- Free to public
- Fun & educational
- Floating event; 11:00 am-1:00 pm
- Healthy brunch
- Private bra fittings + coupons, compliments of local department store



The Pink Brunch

- Hand spa treatment, compliments of Mary Kay, local independent beauty consultant
- Chair massages, local massage therapist
- Bone density screenings
- Breast health education by Certified Mammography Technicians
- Self-exam tips by female OB-GYNs
- Breast Cancer Support Group information



The Pink Brunch

- Information and product display of mastectomy supplies by local DME
- Giveaways and door prizes
- Central Scheduling staff onsite to schedule self-referral, annual screening mammograms



Moonlight Mammo

- Offered extended hours every Tuesday & Thursday in October
 - 6:00 pm-9:00 pm in 2014
 - 5:00 pm-8:00 pm in 2015
- Pampered patients during appointment
 - Plush pink robes
- Giveaways and door prizes
- Hand spa treatment
- Bone density
- Private bra fittings
- Bone density screening
- · Light refreshments
- Chair massages



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Campaign Planning Timeline

- 1st Annual Campaign 2014
 - July -- Began conversations with Director of Radiology
 - August -- Began coordinating logistical details
 - Late August -- Began creative development and finalized other details
 - September Placed orders for promos, door prizes, catering; scheduled ads and local media coverage



Key Players & Considerations

- Support from Radiology & Registration departments
 - Ability to staff during extended hours
 - Registration staff promoting Moonlight Mammo when scheduling October appointments
- Linen company to provide pink gowns or robes



Key Players & Considerations

- Development of partnerships with other local businesses that emphasize Breast Cancer Awareness Month
- · Doctors and/or Nurse Educators
- · Promoting it as a billable service



Promotional Methods

- Newspaper articles
- · Print ads and web ads
- · Social media posting and paid advertising
- · Elevator posters, café table tents, flyers
- · Local radio talk segment
- In-house promotional screens, network computer screen savers



Promotional Methods

- · Cross promotion with campaign partners
- Flyer distribution: DMEs, pharmacies, physician offices, health department, women's groups, civic clubs, schools, Chamber of Commerce
- Employee newsletter, community e-Newsletter



Campaign Expenses

- · Marketing Department
 - Paid advertising
 - Catering
 - Table linens
 - Door prizes and promos
 - Printing (posters, flyers)
 - Creative development



Campaign Expenses

- · Radiology & Registration
 - Staffing if you do not ordinarily staff for extended hours
 - Patient gowns



Outcomes

- Scheduled an additional 80-100 mammograms during month of October
 - Operating one digital mammography machine; patients scheduled every 15-20 minutes
 - Potential greater if operating more than one machine



Outcomes

- · 75-100 attendees at The Pink Brunch
- Demonstrated need for extended hours diagnostic services; 4 months later our Outpatient Diagnostic Center expanded hours two days per week



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Take-Away Thoughts

- Providing Moonlight Mammograms throughout the year without diminishing the hype of Breast Cancer Awareness Month
- Expanding partnerships to ensure coverage of promoted activities for duration of campaign



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APRIL: Healthcare Volunteer Week

Sandy Marshall, CAVS
Director of Public Relations, Philanthropy and Volunteer Services
Immediate Past President, AHVRP
LRGHealthcare, Laconia, New Hampshire

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National Healthcare Volunteer Week, April 10-16, 2016

- Our goal is to celebrate and recognize healthcare volunteers.
- Volunteers add value to the patient care delivery model and contribute to high patient satisfaction scores.
- Healthcare volunteers contribute an average of 100 hours per year with organizations having an average of 500 volunteers per location, all adding up to approximately 50,000 volunteer hours.



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National Healthcare Volunteer Week, April 10-16, 2016

- "Volunteers are the heart and soul of both Lakes Region General Hospital and Franklin Regional Hospital. These individuals are the unsung heroes who provide heart-warming care and comfort to patients, families and staff," Sandy Marshall, CAVS.
- Volunteers share time in patient transport, retail gift shops, traveling libraries, pet therapy and reiki and massage programs.
- Volunteers can be found in the ER, hospice, palliative care, oncology, pediatrics, cardiac care, rehab, maternity, admissions, discharge and out patient departments just to make a few.
- Mega celebration events take place during National Healthcare Volunteer Week.



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Healthcare Volunteers in Action





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