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SOCIETY FOR Healthcare Strategy & Market Development™ of the American Hospital Association



*Health Observance and Recognition Days: Successful Case Examples*  
 Heart Health Awareness, Autism Awareness and Breast Cancer Awareness Months  
 National Volunteer Recognition Week

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**FEBRUARY:**  
 Heart Health Awareness Month  
 Augusta Health Heart Health Fair

Krystal Moyers, Health Educator  
 Lisa Schwenk, Director of Public Relations and Community Outreach  
 Augusta Health  
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 540-932-4976

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## 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  
 \*Early-birds




## Timeline

Heart Health Fair Task List

Activity	Person Responsible	Due Date	Done
Email to Participating Departments	Krystal Diehl	1/8/15	✓
Arrange for Photographer	Lisa Schwenk	1/12/15	✓
Confirm Participating Departments	Krystal Diehl	1/21/15	✓
Create Flyers (Becky M)	Krystal Diehl	1/22/15	✓
Order Tables and Chair	Rhonda Clifton	1/23/15	✓
Order Food – Heart Healthy Fruits and Veggies	Rhonda Clifton	1/23/15	✓
Email Reminder to Departments – Community Benefit, not Marketing	Krystal Diehl	2/2/15	✓
Notify Staff and Board	Lisa Schwenk	2/4/15	✓
Design Reservation System for Carotids & PFT	Krystal DiLisa G	2/4/15	✓
Order Give Sways	Krystal Diehl	2/4/15	✓
Meet with Mark and Gary	Krystal Diehl	2/5/15	✓
Organize Table Layout	Krystal Diehl	2/9/15	✓
Create Screening Authorization Form	Krystal Diehl	2/10/15	✓
Organize Screenings and Displays	Each Area is responsible for their own	2/9/15	✓
Order Tote Recycle Bags from Eric	Rhonda Clifton	2/9/15	✓
Distribute Flyers	All	Jan-Feb	✓
Final Meeting	Lisa Schwenk	2/9/15	✓
Walkthrough with Scott Masincup?	Krystal Diehl	2/11/15	✓
Send Out Reminder Email to Participating Departments	Krystal Diehl	2/18/15	✓
Event	All	2/25/15	✓



## Planning



- Numerous Hospital Departments Participate
  - 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)

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## Goals

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

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## 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

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## Goals con't.

### Blood Pressure Education Form

Staff performing the screening must complete online education module

Education reviewed with participant by staff person performing blood pressure screening

Quantitative data reporting to measure impact

Blood Pressure Classification	Systolic (mmHg)	Diastolic (mmHg)
Normal	<120	<80
Pre-hypertension	120 - 139	80 - 89
Stage 1 Hypertension	140 - 159	90 - 99
Stage 2 Hypertension	≥160	≥100
Hypertensive Crisis	≥180	≥110

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## Outcomes

Attendance:

- Average Turnout: 200-300 Participants Annually
- 2013: 800 Participants

Follow-up Required:

- Blood Pressure – 2 out of 47 screened
- Stroke Risk – 11 out of 35 screened
- Glucose – 1 out of 34 screened
- Cholesterol – 24 out of 47 screened

Success Stories!

1. RN conducting blood pressure screening called nurse
2. Sent participant directly to ED due to blocked artery and high blood pressure

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## APRIL: Autism Awareness Month

Jason Jakubowski  
Vice President, External Relations  
Hospital for Special Care  
jjakubowski@hpsc.org

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## Physical Plant

- “Light It Up Blue” throughout the month of April



## Programmatic

- Event for parents/caregivers  
– 2015: Carrie Carillo Meet & Greet



## Advocacy

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



## Spectrum of Kindness

[Spectrumofkindness.org](http://Spectrumofkindness.org)

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



## Spectrum of Kindness

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

- SOK pins



## Timeline for Planning

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

## Who is Involved

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



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## 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 1<sup>st</sup> inpatient unit in CT, 10<sup>th</sup> 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

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## About the Campaign

### The Pink Brunch & Moonlight Mammo



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## 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

- 1<sup>st</sup> 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



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## 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



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## 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



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## 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
  - Hand spa treatment
  - Private bra fittings
  - Light refreshments
  - Giveaways and door prizes
  - Bone density screening
  - Chair massages



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## Campaign Planning Timeline

- 1<sup>st</sup> 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



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## 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



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## 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



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## 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



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## 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



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## Campaign Expenses

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



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## Campaign Expenses

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



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## 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



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## 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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### Healthcare Volunteers in Action



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### Healthcare Volunteers in Action



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### Healthcare Volunteers in Action



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### 2016 National Healthcare Volunteer Week Theme



- AHVRP, [ahvrp@aha.org](mailto:ahvrp@aha.org), 312.422.3939

**AHVRP**  
Association for Healthcare Volunteer Resource Professionals  
A national association that is part of the American Hospital Association

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### Questions

**February Heart Health Month:** Krystal Moyers, Health Educator & Lisa Schwenk, Director of Public Relations and Community Outreach, Augusta Health, [KMoyers@AugustaHealth.com](mailto:KMoyers@AugustaHealth.com), P: 540-832-4976

**April Autism Awareness Month:** Jason Jakubowski, VP, External Relations, Hospital for Special Care, [jjakubowski@hfsc.org](mailto:jjakubowski@hfsc.org)

**October Breast Cancer Awareness Month:** Amber Cava, VP of Marketing & Community Relations and Foundation, Sampson Regional Medical Center, [acava@sampsonrmc.org](mailto:acava@sampsonrmc.org)

**April National Volunteer Week:** Sandy Marshall, Director of Public Relations, Philanthropy and Volunteer Services

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