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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Due Date</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email to Participating Departments</td>
<td>Krystal Diehl</td>
<td>1/8/15</td>
<td>√</td>
</tr>
<tr>
<td>Arrange for Photographer</td>
<td>Lisa Schwenk</td>
<td>1/12/15</td>
<td>√</td>
</tr>
<tr>
<td>Confirm Participating Departments</td>
<td>Krystal Diehl</td>
<td>1/21/15</td>
<td>√</td>
</tr>
<tr>
<td>Create Flyers (Becky M)</td>
<td>Krystal Diehl</td>
<td>1/22/15</td>
<td>√</td>
</tr>
<tr>
<td>Order Tables and Chair</td>
<td>Rhonda Clifton</td>
<td>1/23/15</td>
<td>√</td>
</tr>
<tr>
<td>Order Food – Heart Healthy Fruits and Veggies</td>
<td>Rhonda Clifton</td>
<td>1/23/15</td>
<td>√</td>
</tr>
<tr>
<td>Email Reminder to Departments – Community Benefit, not Marketing</td>
<td>Krystal Diehl</td>
<td>2/2/15</td>
<td>√</td>
</tr>
<tr>
<td>Notify Staff and Board</td>
<td>Lisa Schwenk</td>
<td>2/4/15</td>
<td>√</td>
</tr>
<tr>
<td>Design Reservation System for Carotids &amp; PFT</td>
<td>Krystal Diehl/Lisa S</td>
<td>2/4/15</td>
<td>√</td>
</tr>
<tr>
<td>Order Give Sways</td>
<td>Krystal Diehl</td>
<td>2/4/15</td>
<td>√</td>
</tr>
<tr>
<td>Meet with Mark and Gary</td>
<td>Krystal Diehl</td>
<td>2/5/15</td>
<td>√</td>
</tr>
<tr>
<td>Organize Table Layout</td>
<td>Krystal Diehl</td>
<td>2/6/15</td>
<td>√</td>
</tr>
<tr>
<td>Create Screening Authorization Form</td>
<td>Krystal Diehl</td>
<td>2/10/15</td>
<td>√</td>
</tr>
<tr>
<td>Organize Screenings and Displays Each Area is responsible for</td>
<td></td>
<td>2/9/15</td>
<td></td>
</tr>
<tr>
<td>Order Tote Recycle Bags from Eric</td>
<td>Rhonda Clifton</td>
<td>2/9/15</td>
<td>√</td>
</tr>
<tr>
<td>Distribute Flyers All! Jan-Feb</td>
<td></td>
<td>2/11/15</td>
<td>√</td>
</tr>
<tr>
<td>Final Meeting</td>
<td>Lisa Schwenk</td>
<td>2/9/15</td>
<td>√</td>
</tr>
<tr>
<td>Walk-through with Scott Masincup?</td>
<td>Krystal Diehl</td>
<td>2/11/15</td>
<td>√</td>
</tr>
<tr>
<td>Send Out Reminder Email to Participating Departments</td>
<td>Krystal Diehl</td>
<td>2/18/15</td>
<td>√</td>
</tr>
<tr>
<td>Event All!</td>
<td></td>
<td>2/25/15</td>
<td>√</td>
</tr>
</tbody>
</table>

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)

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

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

Outcomes

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

Follow-up Required:
- Blood Pressure – 2 out of 47 screened
- Stroke Risk – 15 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

The opinions expressed are those of the presenter and do not necessarily state or reflect the views of SHSMD or the AHA.

© 2016 Society for Healthcare Strategy & Market Development

April:
Autism Awareness Month

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

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

Spectrum of Kindness

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.

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
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

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

About the Campaign

The Pink Brunch & Moonlight Mammo

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

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

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

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.
2016 National Healthcare Volunteer Week Theme

- AHVRP, ahvrp@aha.org, 312.422.3939

Questions

February Heart Health Month: Krystal Moyers, Health Educator & Lisa Schwenk, Director of Public Relations and Community Outreach, Augusta Health. kmoyers@AugustaHealth.com, P: 540-932-4976

April Autism Awareness Month: Jason Jakubowski, VP, External Relations, Hospital for Special Care, jjakubowski@hfsc.org

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

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