

Interactive Exercise – Hospital 1

Instructions

- **Gather with your group of 6 who should be seated near you. Please randomly assign one of the below roles to each team member. Ideally, there should be a representative for each role.**
 - **External Affairs Director:** Oversees relationships with external stakeholders, including community organizations, industry partners, and the general public, to advance the health system's mission and reputation.
 - **Chief Communications Officer:** Leads all internal and external communications strategies, ensuring clear, consistent messaging and managing the organization's public image and media relations.
 - **Senior Legal Counsel:** Provides expert legal advice and guidance on healthcare regulations, contracts, compliance, and risk mitigation to protect the organization.
 - **HR Executive Director:** Directs human resources operations, including talent management, employee relations, recruitment, and policy development to ensure a positive workplace culture.
 - **Government Relations Exec Director:** Manages the organization's interactions with government agencies and officials, advocating for policies and funding that support the health system's goals.
 - **Executive Director of Risk Management:** Identifies, assesses, and mitigates risks to ensure patient safety, regulatory compliance, and organizational resilience.
- **Independently review the description for the fictional hospital below.**
 - **BrightPath Medical Center (Private Hospital)**
 - **Mission:** Provide exceptional, patient-centered healthcare using innovative treatments and personalized service, ensuring every individual receives the care they deserve.
 - **Vision:** Be the region's leading private healthcare provider, recognized for compassionate care, medical excellence, and technological advancement.
 - **Values:**
 - **Excellence:** We strive for the highest standards in clinical care and service.
 - **Integrity:** We act openly and honestly in all that we do.
 - **Respect:** We treat every patient, family, and staff member with dignity.
 - **Innovation:** We continually seek out new approaches to improve outcomes.
 - **Demographic Focus:** Primarily serves an affluent suburban and urban population with minimal immigrant presence, focusing on elective procedures, advanced diagnostics, and concierge medicine.
- **Using the scorecard, each team member should spend 5 minutes evaluating the scenario presented on the screen based on their fictional role and hospital description. After, average each team member's score together to form one final score and determine how you will engage.**

Interactive Exercise – Hospital 2

Instructions

- **Gather in a group with 6 attendees nearest you. Please randomly assign one of the below roles to each team member. Ideally, there should be a representative for each role.**
 - **External Affairs Director:** Oversees relationships with external stakeholders, including community organizations, industry partners, and the general public, to advance the health system's mission and reputation.
 - **Chief Communications Officer:** Leads all internal and external communications strategies, ensuring clear, consistent messaging and managing the organization's public image and media relations.
 - **Senior Legal Counsel:** Provides expert legal advice and guidance on healthcare regulations, contracts, compliance, and risk mitigation to protect the organization.
 - **HR Executive Director:** Directs human resources operations, including talent management, employee relations, recruitment, and policy development to ensure a positive workplace culture.
 - **Government Relations Exec Director:** Manages the organization's interactions with government agencies and officials, advocating for policies and funding that support the health system's goals.
 - **Executive Director of Risk Management:** Identifies, assesses, and mitigates risks to ensure patient safety, regulatory compliance, and organizational resilience.
- **Independently review the description for the fictional hospital below.**
 - **Hopebridge General Hospital (State-Owned Health System)**
 - **Mission:** To deliver accessible, high-quality healthcare to all residents, fostering health equity and culturally responsive services for the community.
 - **Vision:** To be a trusted public health institution that empowers diverse populations to lead healthier lives.
 - **Values:**
 - **Inclusivity:** We celebrate diversity and provide culturally competent care.
 - **Compassion:** We care for every patient with empathy and understanding.
 - **Community:** We build partnerships to improve public health on a broad scale.
 - **Accountability:** We steward public resources responsibly and transparently.
 - **Demographic Focus:** Located in a major metropolitan area and serves a large immigrant and refugee population, offering multilingual support and tailored community outreach programs.
- **Using the scorecard, each team member should spend 5 minutes evaluating the scenario presented on the screen based on their fictional role and hospital description. After, average each team member's score together to form one final score and determine how you will engage.**

**Scorecard – to be printed and placed on
each seat ahead of meeting**

		Score 0 if...	Score 1-3 if...	Score 4 if...	Score 5 if...	Score
		0	1-3	4	5	
Business Impact	<ul style="list-style-type: none"> Does this issue have an impact on our organization's ability to operate or serve patients and communities? Is our organization prepared to follow through on a statement on this issue with tangible action? 	<ul style="list-style-type: none"> No meaningful business or operational impact. 	<ul style="list-style-type: none"> Issue may result in some impact to business or license to operate. 	<ul style="list-style-type: none"> Issues present a major, potentially prolonged impact to our organization's operations or its license to operate; internal action is necessary. 	<ul style="list-style-type: none"> Issue presents a significant risk to our organization's license to operate. 	
Employee Expectations	<ul style="list-style-type: none"> Does this issue directly impact the ability of our employees to do their jobs? Are employees asking us to have a voice on this topic? 	<ul style="list-style-type: none"> No response expected. 	<ul style="list-style-type: none"> Some interest from employees regarding our organization's position. 	<ul style="list-style-type: none"> Significant interest in our organization's POV and positioning. Direct questions that require a response. 	<ul style="list-style-type: none"> Our organization cannot effectively uphold its mission and values statements to employees without directly addressing this. Business and/or operations are impacted. 	
External Impact & Response Expectation	<ul style="list-style-type: none"> Are there expectations from patients and other external audiences for our organization to take a stance on this topic? Are our organization's peers or partners speaking out? Are there specific considerations with a position that leaders, key stakeholders and influencers (i.e., local or state government) that we should consider? 	<ul style="list-style-type: none"> No response expected. 	<ul style="list-style-type: none"> Some interest, largely from third parties and community partners; conversation in the media and general public is limited. 	<ul style="list-style-type: none"> Significant interest from media and/or primary stakeholders in our organization's response. Response is likely to be required. 	<ul style="list-style-type: none"> Key operational objectives cannot be advanced, and our organization cannot credibly engage with stakeholders without a response. 	
Alignment with Mission & Values	<ul style="list-style-type: none"> Does the topic align with your organizations mission? Has your organization supported this issue through previous actions or commitments? Is there evidence that could impact the perception of your organization's authenticity when speaking out on this issue? Can your organization respond to this issue with meaningful action? 	<ul style="list-style-type: none"> No meaningful impact with mission or values. 	<ul style="list-style-type: none"> Limited impact to mission or values; broad interest in our organization's position is limited. 	<ul style="list-style-type: none"> Issue has clear alignment with our organization's mission or values, prompting internal interest and low to moderate public attention. 	<ul style="list-style-type: none"> Issue is in either direct alignment or opposition to our organization's values, and there is significant interest across stakeholders. 	
Authority, Credibility & Relevance	<ul style="list-style-type: none"> Can our organization speak authentically and credibly on this issue? Is this a moment in which it is appropriate for us to have a voice on this issue? Can we share a thoughtful position within a critical timeframe? Will our voice make a difference to the conversation? Can we contribute to the issue while being respectful to those with opposing views? 	<ul style="list-style-type: none"> No clear relevance or authority to speak on this. 	<ul style="list-style-type: none"> Some relevance to our organization's mission, vision and values demonstrated commitment on behalf of its leaders. 	<ul style="list-style-type: none"> Clear relevance to our organization's mission, vision and values. Leaders can articulate a POV that adds value to the broader conversation and can offer in a timely manner. 	<ul style="list-style-type: none"> Our organization is a credible leader on this or related issues, and absence from the conversation is notable. 	
TOTAL:						