

**TETON VALLEY HOSPITAL
SUB-COMMITTEE: COMMUNICATIONS COMMITTEE
January 8, 2010**

Committee Members Present: Robert Emerson, Mitch Felchle, Sandra Woolstenhulme, Carla Romero-Erlanson, Ann Loyola, Ted Bryson

Minutes prepared by: Marni Vasseur

Emerson opened the meeting at 10:05 am.

CHANGES & ADDITIONS TO THE AGENDA: NONE

MINUTE APPROVAL:

● **MOTION:** Ted moved to approve the minutes from 11/04/09. Motion seconded by Ann and carried unanimously.

2010 STRATEGIC PLAN FOR COMMUNICATIONS/PUBLIC RELATIONS COMMITTEE

2010 Marketing Plan – Ann Loyola

- Objective #1 in the 2010 marketing plan is to increase visibility through advertising and to improve the image of TVHC through a consistently advertised message.
- Some ideas to drive the message are to use print and web media as the vehicle and to have all ads from all departments delivering a consistent central theme.
- Market all services showing that TVHC is comprehensive and competent in many areas of health care. Continue marketing the visiting specialists to show the range of our capabilities.
- Focus on one main and consistent concept for TVHC and review every 6 months with a plan to add or redirect the focus as we progress.
- An additional piece to the marketing plan is to get our consistent message to reach the Hispanic community.

Measuring the Marketing Plan

- Objective #2 is to show measurable improvements through these marketing efforts. The success of the marketing plan should be visible through more patient visits and better patient retention.
- We would also like to implement surveys now and in the future to get feedback of what perception the community has toward TVHC and if that perception is improving with our actions.
- Monitor website activity so we can determine if the community is hearing and buying our marketing story. TVHC website hits rose during Bingham Quorum discussions. We can measure website usage to see that our message is getting through.
- Put an online survey on the website asking what brought the patient to TVHC, if their experience was favorable and if they would return/recommend TVHC.

2010 Outreach Action Planning

- **Surveys**
Develop patient and community surveys (for non-patients) to measure success of public relations committee strategies and actions. Work with the Quality committee to develop and monitor the patient surveys. Survey Mavens and Connectors.
- **Objective E** – Ensure greater awareness of TVHC’s available services through outreach and community education (Develop more effective and comprehensive outreach to all groups in Teton Valley, including the Hispanic community, to improve access to TVHC medical services and to provide better preventative healthcare to potential TVHC patients).

- Make sure we are compliant with community service requirements for non profit status. Show the costs absorbed by TVHC in order for us to benefit the community. (the number of people we serve and the value of those services).
- Make sure we are compliant with Federal requirements/Civil Rights office as far as reaching minimum standards, then work up from there in terms of expanding our marketing efforts to Hispanic community. *Carla will bring information to next meeting.
- Determine our capabilities vs our marketing strategies to find how much effort should be put into marketing to Hispanic community. We have to be able to deliver what we advertise.
- Meeting with Monica Lohn from La Puente next week to get a strategy in place that will help us determine how to proceed with translation services. Determine cost, track usage, staffing, etc.
- Create a survey for Hispanic patients that asks about the quality of service they received and what their perspective was/is about TVHC. (Their knowledge about the services that we offer).

Internal Communications - Objectives

- The SCOPE communication to employees has been well received and is a key communication tool for increasing employee knowledge. We will poll the employees to find out if they are reading the SCOPE and if information being provided is useful. We will solicit feedback and content according to the needs of the employees. At this time we are asking for email feedback but we will ask IT if they can make a reply section to make it a more user friendly tool with less effort on the part of the busy employee. Hopefully this will encourage participation and feedback.
- Transfer of information from TVHC Directors to supervisors is occurring as a result of weekly Director’s meeting. The transfer of information from supervisors to their staff is only happening sporadically. How can we improve?
- Use the SCOPE as a survey tool to measure employee engagement.
- Ann to do flow chart to help employees understand the continuation of process from Studer goals to Strategic Plan, and so on.

2010 Action Planning

- Develop actions to improve Supervisor to staff communication.
- Implement an Employee Engagement survey in the first three months of 2010. Emerson and Carla will bring info to next meeting about the cost and resources in using a survey system. We would like to compare to other health care companies and come to a recommendation within 60 days.
- The SCOPE as a feedback tool.
- Marketing and outreach to Hispanic community and determining their needs and our capabilities.

● **MOTION:** Ann motioned to adjourn the meeting. Motion seconded by Sandra and carried unanimously.

Meeting adjourned at 11:35 AM.

Robert Emerson, Chairman

ATTEST: _____
Marni Vasseur, Minute Recorder