

**TETON VALLEY HOSPITAL
SUB-COMMITTEE: COMMUNICATIONS COMMITTEE
December 4, 2009**

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

Minutes prepared by: Robert Emerson

Emerson opened the meeting at 10:05 am.

CHANGES & ADDITIONS TO THE AGENDA: NONE

MINUTE APPROVAL:

● **MOTION:** Ted moved to approve the minutes from 10/15/09. Motion seconded by Carla and carried unanimously.

REVIEW OF 2009-2010 STRATEGIC PLAN FOR COMMUNICATIONS/PUBLIC RELATIONS COMMITTEE

External Communications - Objectives Evaluation

- Anecdotal feedback from committee members suggest that communication between TVHC and the community has increased. Transparency and knowledge of TVHC services and operations has improved. A variety of actions have been responsible for this increase (print articles and marketing, continued efforts to notice and invite the community to Board meetings, and Town Halls and community meetings via the CEO recruitment process).
- Rumors regarding the TVHC have decreased.
- External objectives B & C have not been met due to not having accurate measurements in place.
- Objective E has not been focused upon yet and will be part of the committee's 2010 action plan.
- Victor Clinic re-opening went very well. There was significant turnout to the open house and the number of new patients booking appointments has been very high.

2010 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.
 - Develop sampling surveys (phone calls, etc.) to help determine effectiveness of actions.
 - At time of new patient appointments, ask how they learned of TVHC services.
- **Marketing Plan**
 - Ann to bring a 2010 DRAFT marketing plan to the January 2010 communications committee meeting.
- **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).
 - The plan to meet this objective in 2010 includes:
 - Focus on the Hispanic community – begin with the Catholic Church.
 - Focus on the commuter community.
 - Focus on Grand Targhee.
 - Develop a comprehensive approach to healthcare services for women.

Internal Communications - Objectives Evaluation

- The SCOPE communication to employees has been well received and is a key communication tool for increasing employee knowledge of what is going on at TVHC. We might want to use a survey to see who is really reading the SCOPE.
- 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.
- Through the Studer Pillars, rounding is beginning to occur between Administration and staff.

2010 Action Planning

- Develop actions to improve Supervisor to staff communication.
- Implement an Employee Engagement survey in the first three months of 2010.
- Develop actions to improve customer service – team with Quality committee.

The next Communications meeting will be held on Friday, January 8, 2010 from 10 – 11:30 AM.

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

Meeting adjourned at 11:04 AM.

Robert Emerson, Chairman

ATTEST: _____
Robert Emerson, Minute Recorder