

**TETON VALLEY HOSPITAL  
SUB-COMMITTEE: COMMUNICATIONS COMMITTEE**

**February 5, 2010**

**Committee Members Present: Robert Emerson, Mitch Felchle, Carla Romero-Erlanson, Ann Loyola, Marni Vasseur, Virgil Boss, Chuck Fischer**

**Committee Members Absent: Sandra Woolstenhulme, Ted Bryson**

**Minutes prepared by: Marni Vasseur**

Emerson opened the meeting at 10:05 am.

**CHANGES & ADDITIONS TO THE AGENDA: NONE**

**MINUTE APPROVAL:**

● **MOTION:** Ann moved to approve the minutes from 1/08/09. Motion seconded by Carla and carried unanimously.

**2010 INTERNAL COMMUNICATIONS STRATEGIES**

**Employee Engagement Survey – Robert Emerson**

- Emerson presented some examples of Employee Engagement surveys used by other hospitals. We would like to have the surveys complete by the end of the first quarter (end of March), and would like to make a recommendation to the Board at the next BOT meeting.
- The committee saw examples of several different surveys, examined the questions within, weighed the costs, and went over pros and cons of each. (see attachment)
- The New Measures survey seemed to be the best fit from the examples presented. The cost of the survey was \$7500 which included administering the survey, scoring and getting the results in 10 days, slicing the results into departmental data, 1 day onsite for meeting with managers and coaching a discussion path to make improvements. The questions within the survey had been researched, used widely and often and had been narrowed down to a reasonable number of core questions that would not overwhelm the employee and would encourage participation.
- The committee determined that in order to make the survey a valuable tool, we would use the same survey, same questions time and again, every 6 months.

Ann questioned whether the survey or the service would dig deeper when we found weaknesses within the organization.

Emerson said that at that point, it would be up to the supervisors to find solutions to the issues or weaknesses. There is no second step to the survey to get further help.

- The committee discussed less expensive survey ideas. Carla presented the Hospital CoOp survey which covers 16 areas within 33 questions. This survey is a bit longer and is not narrowed down to the researched core questions of the New Measures survey. We would use Survey Monkey to compile the data. It seems to have limited analysis compared to the other surveys discussed here.
- Virgil explained the home built survey used by St. Johns Hospital. He said that it is common to resort hospitals and compared St Johns to other similar hospitals, competing with other hospitals to improve. The survey was sent to a 3<sup>rd</sup> party who compiled the scores but they did not do the analytical work. Virgil thought the survey was beneficial and brought weak areas to light. The hospital offered prizes to motivate employees to participate. The hospital management would then provide staff with the tools and training to improve and succeed in their jobs.

Ann asked if the surveys helped with employee retention.

Emerson replied that he had not seen any data on employee retention in relation to the surveys but we could research that question on the web.

Some concerns brought up about doing a survey were the issues of anonymity and confidentiality. We want honest answers from staff in order to get the correct information. Staff will not want to be easily identified. There

was also the issue of selling the survey to staff in terms of explaining why TVHC is spending money on a survey tool when some employees will balk that they would rather have the money in their pocket.

Virgil brought up the point that there had not been money spent on staff development for a long time and this would be a foreign concept to some staff members. He expressed hope that we would have a budget for staff development in the future.

Mitch also brought up the fact that department managers would need to be trained in follow up without taking the results personally or being vindictive. Staff would also have to feel comfortable that there would not be repercussions from their honest answers.

The unanimous and proven fact was that employee satisfaction lead to patient satisfaction which lead to the overall success of the hospital.

At the end of the discussion, the committee was in favor of recommending that Carla, Emerson and Chuck would devise a home built survey using the core questions from the New Measures survey, the hospital co op survey and the HR website that Carla had found as a guide.

**External Communications – Tax Levy Update/Hispanic Voters**

- Emerson referred to the Tax Levy Committee meeting where the committee discussed a strategy for the general election where the tax levy will go before the voters.
- Additional committee members are being considered to advocate the levy. Of those listed in the meeting notes, Ann suggested adding Lori McCune. Lori has a presence with the Hispanic population, has affiliation with the church and has worked for the hospital in the past. Ann suggested asking Lori to help Hispanic voters to get registered and help them with absentee ballots. She also suggested setting up a way to drive people to the polls on voting day. Lori has a van and could gather people up, take them to the polls and drive them home in order to make the voting process easier on the voters and encouraging them to get to the polls.
- The county commissioners, with the help of the Tax Levy Committee would determine what goes on the ballot as far as wording.
- Schools and roads may not be on the ballot this time which will give the hospital a good chance at getting the levy funds without competing with other county expenses.

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

Meeting adjourned at 11:35 AM.

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Robert Emerson, Chairman

ATTEST: \_\_\_\_\_  
Marni Vasseur, Minute Recorder