Amplify the Hospital Story

Shining the Spotlight on the Good Work Done Every Day

American Hospital Association
Advancing Health in America
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This toolkit provides an overview of the communication activities and outreach that AHA is undertaking to tell the hospital story and outlines how hospitals can participate in AHA communications efforts. It also provides sample content that can be tailored and used by your hospital.

Often news is dominated by health care challenges. Shining a light on the good already being done is an AHA priority. Helping hospitals shine that light locally is achieved through community connections – relationships with patients, employees, businesses, neighbors and others. That connection is most beneficial if it occurs proactively and is part of an ongoing communication process. Too often, organizations wait to reach out to their communities or even the media until they are rebutting something negative. This toolkit provides resources to help establish and maintain good communication relationships with all audiences.

**OFFENSE IS THE BEST DEFENSE**

Hospitals are tremendously complex organizations. It is critical for hospitals to engage stakeholders routinely. Engaged communities understand the work you are doing, the people you are helping, the full spectrum of health and wellness programs being provided to the community as well as how health care is changing – both at a local community level, as well as nationally.

By specifically highlighting the important and varied work hospitals do, and by becoming a true community partner for wellness, hospitals (along with stakeholders) are better prepared to address community challenges. Hospitals should be continuously involved in promoting community health and highlighting inspirational, local stories.

To start, ask your staff to consider and apply the following to their work:

- Hospitals’ commitment to community health as reflected in the mission, values and goals should be understood and applied by everyone throughout the organization.

**3 Ways to Capture Your Story for Consumer Engagement**

1. Tweet a pic of the health fair (volunteers in action, people getting checked, etc.)
2. Ask your “employee of the month” what they love about their job and post the video to Facebook
3. Post a blog or draft a newsletter article highlighting tips for patients as they enroll in insurance coverage (or other community education events)

- Hospitals should develop and make readily available to the public an inventory of community programs and services offered including health care enrollment efforts, specialty services, extended care, and programs that address social and basic needs, access, coverage and quality of life.

- Hospitals should understand and publicly communicate the impact of their programs and services on their communities including times when hospitals partner with others to ensure patients have the full array of services. Hospitals impact their communities in countless ways. Many are often detailed in community benefit reports, so consider posting and sharing those widely.

- Hospitals should have examples at the ready of the work being done to improve community health plus examples or vignettes of the economic contribution of the organization, the innovations and medical advances taking place, and the efforts to improve access. Always be ready to illustrate steadfast commitment to quality and safety.
Our COACH team encourages kids to rethink their drinks & read nutrition labels to choose beverages with less sugar.
Why Every Hospital Should Consider Social Media

The blue and white hospital “H” has always carried the promise of help, hope and healing. In this time of tremendous transformation and change, these organizations continue that promise by broadening focus beyond the four walls, working to help every person access needed care, and advancing the health of the individuals and communities served.

Increasingly, individuals go online to find health information and form opinions about their health care providers. Many get health information from websites or social media accounts tied to the American Heart Association, American Diabetes Association and others instead of their providers. In fact, three out of four adults use some form of social media1, and recent Pew research shows more than half of smartphone owners use their phones to get information about a health condition2. Seniors (adults age 65+) are the fastest growing social media audience with Facebook being their platform of choice. Millennials, along with Gen Xers, prefer Twitter and Instagram3. Health care organizations must embrace this new way of communicating or risk being left behind. The good news is that social media allows providers to reach key audiences simply and cost effectively. And the groups people seek for health information often collaborate with hospitals. There is great opportunity to reach these audiences by working with patient advocacy groups among others. For many, social media is the new “word of mouth.”

If you don’t have a social media strategy, tackle one platform at a time. Understand the strengths and weaknesses behind each social network which will help you better designate the appropriate messages and connect with the appropriate audience. Although content can be repurposed, hospitals should consider which platform best suits a particular piece of content. For example, with patient permission, a good story about a father donating a kidney to his daughter would be a very compelling post to share on Facebook. Twitter is less ideal, given the character and timed-video restrictions, which would make it difficult to adequately explain the story in detail.

5 Steps to Get Social

Step 1: Do a digital inventory.
This includes identifying staff contacts and administrators for every platform active with your hospital including blogs, websites and social media sites.

Step 2: Pick your team and set goals.
Determine what you want to achieve using each platform and where it fits within other communications and marketing activities. Keep in mind that social media should be an extension of a regular communications and marketing plan and should be tied to your organization’s overall strategy and vision. Set performance metrics to be monitored for return on investment. Create a content calendar to guide your activities.

Step 3: Set ground rules and talk about them . . . to everyone.
Rules must be simple enough to be easily remembered and clear enough to avoid confusion. Employees need to be informed and trained on social media guidelines. Any platform that is launched on behalf of the hospital – including internal exchanges and private patient/family communities – should include these guidelines and disclaimers. Guidelines should be publically posted and easily accessible.

Step 4: Monitor. Repeat.
One of the main differences between social media and traditional media is the ability to monitor and revise in real time. Most platforms include analytics that allow you to track the effectiveness of your efforts. Many organizations use social media to drive traffic to their websites. If this is your goal, use Google Analytics and other Web tools to regularly track traffic from your social media platforms back to your organization’s website.

Step 5: Check the data (and policy) and revise as needed.
Periodically evaluate performance metrics against goals. Use your data to tailor a digital strategy that complements your organization’s strengths and communication style. Also regularly check your social media policy – is it still up to date? Are there new technologies that need to be addressed?
Traditional hospital promotion or marketing has been focused on high-tech programs, top physicians or revenue-generating services. Often such marketing can cause consumers to see all providers alike, touting similar “breakthroughs” and awards. The field must shift how it thinks about promotion and instead tell the hospital story. Talk more about the services you provide – and have provided all along – that promote health. Talk about the partnerships in which your hospital is engaged to assist community members with transportation, attain health food options and so many other partnerships that improve overall health and wellness. This shift gives consumers context for the change they see in health care. More importantly, it reminds them that hospitals are interested in healthy communities and are devoting significant time and resources to foster health.

The AHA is here to help that story be told simply and effectively.

Along with traditional media, social media offers a tremendous opportunity to share the community outreach, wellness and community health activities in which you are engaged. Included throughout this publication, please find examples of how to spotlight a program on a variety of different platforms. For guidance on how to easily use social media, see AHA’s Social Media Guide at hospitalsocialmedia.tumblr.com

<table>
<thead>
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<th>Top five social media sites in U.S.*</th>
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<tbody>
<tr>
<td>1. Facebook</td>
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<tr>
<td>2. LinkedIn</td>
</tr>
<tr>
<td>3. Pinterest</td>
</tr>
<tr>
<td>4. Instagram</td>
</tr>
<tr>
<td>5. Twitter</td>
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Who uses social networking sites

<table>
<thead>
<tr>
<th>% of internet users within each group who use social networking sites</th>
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<table>
<thead>
<tr>
<th>All Internet users</th>
<th>74 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>72</td>
</tr>
<tr>
<td>Women</td>
<td>76</td>
</tr>
<tr>
<td>18-29</td>
<td>89</td>
</tr>
<tr>
<td>30-49</td>
<td>82</td>
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<tr>
<td>50-64</td>
<td>65</td>
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<tr>
<td>65+</td>
<td>49</td>
</tr>
<tr>
<td>High school grad or less</td>
<td>72</td>
</tr>
<tr>
<td>Some college</td>
<td>78</td>
</tr>
<tr>
<td>College+</td>
<td>73</td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
<td>79</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
<td>73</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>70</td>
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<tr>
<td>$75,000+</td>
<td>78</td>
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Created with the Society for Healthcare Strategy and Market Development, AHA’s “A Hospital Leadership Guide to Digital and Social Media” provides useful resources and how-to guides.

As you establish new partnerships and maintain long-term relationships, it is imperative that you tell your story to these growing audiences: the story of why you exist, the story of your mission, the story of how you fulfill that mission every day, and the story of how these changes will help to improve the care you provide.

Many in the community may be surprised to learn all a hospital does to promote health and strengthen the community. They may also be surprised to learn that some hospitals are going through a process to redefine themselves: - where they will be located, services provided, delivery of care and other things in an effort to ensure that the right care – the best care – is provided to the right patient at the right time.

The AHA is here to help that story be told simply and effectively.
Tidelands Health - Jan 27
Get Stronger through Movement, Tidelands HealthPoint's new medical fitness program.

Tidelands HealthPoint focuses on movement for better health.
Tidelands Health introduces a new program that can cut your risk for chronic illnesses like heart disease and diabetes.

Johns Hopkins Medicine - Apr 15
Hopkins Local expands the number of new hires that come from Baltimore city neighborhoods #TimeForBaltimore

JH Summer Jobs Program | Internships that Work
Antwon Allen, a rising senior at Loyola-Balitmore high school, produced, filmed and edited this video about the Johns Hopkins Summer Jobs Program, in which ...
youtube.com

Black-N-Blue Clinic
FREE SPORTS INJURY CLINIC
- Athlete Injury Assessment for School and Club (JSC) sports program.
- On-Staff Physical Therapists & On-call Physicians to assist.
- Assessment of injury and treatment that day.
- Players must be accompanied by a Team Trainer, Club Coach or Parent.

Saturday Mornings / Call 229-891-9099
3000 Veterans Parkway
Myrtle Beach, SC

Presbyterian Schooled
Healthy Here NM - HealthyHereNM - Feb 26
Partners discussing what we want our long-term vision to be for HealthyHereNM

@Presbyterian, MFOC, Agri-Culture Network and 2 others
Every day, AHA highlights how hospitals care for their communities, and much of AHA’s content from social media to print ads can be adapted for individual hospital use. Reach out to AHA if there’s something you’d like to use. Further, this resource provides made-for-you content including social media sample posts, sample blog and newsletter articles and a sample op-ed.

In addition to leveraging AHA resources, hospitals should also consider and work closely with state hospital associations. Both AHA and state hospital associations use real-world examples in congressional testimony, campaigns such as National Hospital Week and media asking for compelling personal stories.

It is equally important for hospitals to highlight within their communities the stories of how staff cares for patients, friends and neighbors. This gives depth to “good news” stories across the country. If your hospital has a successful quality improvement program, a touching patient story or an example of how a health care regulation has impacted your organization, contact AHA or your state hospital association.
For many communities, the health care infrastructure five or 10 years from now may look and feel quite different than what consumers know today. AHA’s redefining the “H” project developed a construct for both hospitals and communities to think about the hospital of the future.

Moving forward, every hospital’s challenge will be to balance high-quality care and continuously enhanced performance while transforming the manner and location in which care is provided. During times of change it becomes vital that each hospital gives voice to their unique story with open and frequent communication with patients, employees and the community.

To help frame these health care changes as they relate to hospitals, AHA launched a public campaign – Advancing Health in America (AdvancingHealthinAmerica.org) – in 2015. The goal is to help the general public better understand the changing health care system, the evolving role of our nation’s hospitals, and how hospitals are redefining what it means to be a hospital by providing care beyond their four walls and improving the health of their communities. After much research, the site currently focuses on five topics that target audiences identified as most relevant: coverage options, consolidation, community benefit, coverage & access, and coordinating care.

The AHA recognizes that various audiences perceive these changes differently and has adapted the Advancing Health in America campaign to target patients, nurses, family caregivers, policymakers and community thought leaders.

Advancing Health in America works to explain to each of these audiences hospital transformation, address consolidation concerns, and to provide examples of...
new and innovative health care programs across the country. In addition, the consumer-friendly website features videos and social media resources explaining changes that patients and communities may see at their hospital and more broadly in the health care they receive. These tools and resources are free and easily adaptable.

A key objective of this campaign is to improve perceptions of hospitals by showing a commitment to redefining the “H” and to reflect the shift to improving health versus treating just illness. Hospitals will continue the promise of providing care for patients in their time of need, but will do so in ways that focus less on traditional hospital building and more on partnerships that advance health of individuals and communities.

As a national organization, AHA can engage in social media outreach and consumer education efforts, but this practice is most successful when state and allied hospital associations as well as individual hospitals participate and help get the word out about the campaign.

ADVANCING HEALTH IN AMERICA

- Feature Your Story – community stories of hospital outreach programs and activities are regularly spotlighted.
- Easily Engage Your Employees & Patients – “Tell Your Story” section allows patients, caregivers and hospitals to share personal experiences.
- Join the Trend – #MyHospital, launched during National Hospital Week provides a way for proud nurses, hospital executives, physicians and others to highlight what their individual hospital brought back to the community. Shout outs, videos and photos use the hashtag #MyHospital.

The Advancing Health in America campaign is part of a larger effort by America’s hospitals to better communicate with patients, caregivers and community members about hospital transformation, the importance of collaboration and proactive patient care. The campaign tools are an ideal way to start a conversation with local key audiences.
Paramedicine program brings back house calls
Blue Cross Blue Shield offers service for Medicaid clients
WWW.ABQJOURNAL.COM | BY STEVE SINOVIC | JOURNAL STAFF WRITER
Ede Taylor, a longtime Northeast Baltimore activist, mobilizes volunteers to build a playground #TimeForBaltimore

The #TimeForBaltimore video series showcases community volunteer efforts by Johns Hopkins Medicine employees. This second episode features Ede Taylor...

youtube.com

Presbyterian Healthcare Services
April 8 at 1:51pm

Presbyterian is proud to be the premier sponsor of New Mexico NAMIWalks 2016, which raises awareness about mental illness and provides education and support for the mentally ill and their families. Want to help? Join the 5K dog-friendly walk on Saturday, May 7 at Balloon Fiesta Park. To register for the walk, follow this link http://www.namiwalks.org/index.cfm...

Thanks to our team members from Banner Payson for donating your time to clean up trash on Highway 87!

Cuts and Checks
Legacy Health
31 views
There are over 5,500 hospitals containing over 900,000 beds in the United States. Hospitals work 24/7.

In one year, hospitals treat 129 million people in their emergency departments. They perform 27 million surgeries.

The Eastern Maine Healthcare Systems has implemented a literacy program. Free, age-appropriate books are given to each child at each well-child visit from birth to their 5th birthday. The program has distributed 1.5 million books to 180,000 children.

Baptist Health and UF Health Jacksonville provides 9th -12th graders mentoring, job readiness and mentor-based paid summer employment. The program began with eight students. Today, it has nearly 1,000.

Hospitals are finding new and creative ways to do things. Telemedicine is now a common, widespread practice.

Coordinated Care brings health services directly to people right where they live. It helps sustain health care providers in cities across the country. It reduces costs for everyone involved.

Students enrolled in the Educational Empowerment Program at INTEGRIS Health in Oklahoma City meet at INTEGRIS Southwest Medical Center four days a week for GED classes. They build resumes and complete an online financial course.

You can find out more about how your hospital is improving care at www.advancinghealthinamerica.org.
FACEBOOK

Facebook offers a great medium to share brief overview messages along with a photo and a link. Should your hospital be featured in the newspaper, hold a successful community event or unveil a new technology or treatment, share this news with your online community. Facebook can also be an effective platform to spotlight the work of outstanding employees or promote upcoming events.

SAMPLE: HOSPITAL NAME is proud to announce our partnership with XX. Together we will be bringing a grocery store to the XX neighborhood. XX grocery store will offer fruits, vegetables and healthy foods at an economical price in what has been until now a food desert. Making healthy food available and by offering educational classes, HOSPITAL NAME hopes to make an impact on the high rate of obesity in this neighborhood. Come visit XX grocery store every Tuesday night where we will offer free cooking demonstrations and consultations with a nutritionist. (include photo and link to grocery store website)

EXAMPLE: Ashley Medical Center is using technology to serve its remote community. Tele-health technology brings emergency service consults, psychiatric care support and community education. Use of this technology will ease transportation costs as well as time away from work. (Include photo and link to more in-depth write up)

EXAMPLE: Operation Outreach, mobile health care clinic for the homeless, conducts roughly 3,000 patient visits each year. Baptist Memorial Health Care has partnered with Christ Community Health Services to provide free acute and primary care, information on disease prevention and a medical home to thousands of area residents without permanent housing. (include photo of the van, link to partner)

TWITTER

Twitter is an effective medium for quick messages that tag or connect you to a common topic or conversation through the use of hashtags. Include a brief statement that links back to your website, a partner website, someplace your followers can get additional information.

SAMPLE: @HOSPITAL NAME partners to open grocery store to fight #obesity and offer #healthyfood options

EXAMPLE: @Ashley Medical Center uses #healthtechnology to provide essential care to #ruralhospital community

EXAMPLE: @Baptist Memorial Health Care mobile clinic #OperationOutreach offers free #primarycare for the homeless

INSTAGRAM

The use of photographs can be very powerful. Particularly as you begin to engage more and more outside the traditional walls of the hospital, Instagram can be a great way to depict the community you are serving and to illustrate the impact your programs and initiatives are having.

SAMPLE: XXX Hospital (photo of fresh fruit/vegetable or photo of actual grocery store) #fooddesert #fightobesity

EXAMPLE: Ashley Medical Center (photo of computer/technology scene) #ruralhealthcare #healthtechnology

EXAMPLE: Baptist Memorial (Photo of mobile van) #OperationOutreach #healthcare4homeless

SAMPLE ARTICLE

Each of the social media platforms mentioned above has constraints in terms of length or ability to share a full
depiction of the work you are doing. Use internal and external communication vehicles as well as your website to expand the spotlight on the work you are doing. Feature these community health activities in your communication vehicles, mention any partner organizations and link to these more substantive pieces via social media.

**SAMPLE:** PROGRAM NAME is making a real impact in XXX community. HOSPITAL NAME has partnered with XXX in an attempt to address XXX the local neighborhood. As HOSPITAL NAME conducted their community health needs assessment, it became clear that numerous health challenges stemmed from XXX and with a focus on population. Health could not be overlooked any longer. INCLUDE A QUOTE FROM SOMEONE INVOLVED WITH THE PROGRAM. HOSPITAL NAME has been looking at the social determinants of health that inhibit healthy behaviors and are focusing efforts in these areas. Visit www.XXX.org to learn more about PROGRAM NAME.

**EXAMPLE:** Ashley Medical Center has adopted the use of sophisticated Tele-Health technology to serve its remote community in several ways. The technology is being used for the E-Emergency service that provides instant consultations and virtual pharmacy services among the Tele-Health network. An added benefit is the linkage to CHI-St. Alexius and Archway who provide specialized psychiatric care. Additionally, the technology also has been used for free community education, health and wellness classes and a paramedic-training program. INCLUDE QUOTE FROM SOMEONE INVOLVED WITH THE PROGRAM. Use of this technology allows Ashley to supplement the traditional inpatient care provided and to expand essential care to the members of the community; saving patients thousands of dollars in transportation costs and easing time lost from work for both the employee and employer.

**EXAMPLE:** Baptist Operation Outreach is a mobile health care clinic for the homeless and is the result of a partnership between Baptist Memorial
Health Care and Christ Community Health Services. For many of the thousands of people without homes in Memphis, Baptist Operation Outreach is the only option for health care. The van provides free acute and primary health care, information on disease prevention and a medical home to thousands of area residents without permanent housing. Patients have direct and immediate access to medical examinations, health information, illness prevention and medications as well as vision, dental and referral services. A certified nurse practitioner delivers screenings, health and developmental assessments for children, immunizations and other preventive care. Diagnosis of medical problems, treatment and management of specific disease problems and care for minor injuries is also provided. INCLUDE QUOTE FROM SOMEONE INVOLVED IN THE PROGRAM. The mobile clinic provides about 3,000 patient visits a year making Baptist Operation Outreach one of Memphis’ largest health care providers for the homeless.

SAMPLE OPED

H is for Health

The blue and white H sign can be seen on every highway in every town. While it signals help, hope and healing, [INSERT HOSPITAL NAME] wants you to think of health too.

Every day there is a news story about how health care is changing, and it is. Rightly, there’s an emphasis on quality, affordability and patient satisfaction. Cutting-edge technology allows for safer outcomes. New medications and cures save lives. But perhaps bigger than any one of those is a fundamental shift in how hospitals care for the communities they serve: a shift to fostering health, not simply treating illness or injury.

To achieve this, we must address your health before a trip to the hospital. That’s why you see us diagnosing stroke risk at a health fair, teaching nutrition to diabetes patients, training future nurses and doctors and helping to eliminate any barriers that may keep you from getting the care you need. Should you make a visit to the hospital, you should have our help as you transition home so you can fully recover and avoid a trip back to the hospital. To put it simply, there’s a lot of work to do outside the hospital walls and increasingly, that’s where you can find us.

Our country is facing an alarming epidemic. Two out of every three older Americans have multiple chronic conditions including hypertension, high cholesterol, heart disease, arthritis, and diabetes. Here in [INSERT COUNTY] county, that number is X in 10 [insert relevant data pulling from CMS prevalence State/County level 2014].

As a nation, there is also great disparity in health. Good health should not be dependent on where you live, the job you have or the color of your skin. [INSERT HOSPITAL NAME] is working to better understand the challenges faced by everyone we serve and, in doing so, working diligently to eliminate disparities in care.

At [INSERT HOSPITAL NAME], our mission is to [INSERT MISSION STATEMENT]. This drives everything we do and it’s why we are working to build a healthy [INSERT COMMUNITY NAME]. There are a few ways we do this, [INCLUDE EXAMPLES OF COMMUNITY BENEFIT PROGRAMS]. But we can’t do it alone. SAMPLE TEXT: This is why we support and partner with organizations such as Active Minds which helps high schoolers with mental health issues find help. It’s why we fund iRide, a free ride-share service for individuals who cannot drive to needed medical appointments. Perhaps most fundamentally, it’s why we believe that our entire community should be part of identifying and prioritizing the health needs we all share. Achieving true community health will take our collective skills and resources. Hospitals are ready to be active partners in your health.

Let me be clear, we will always be here when you need us, 24/7. Last year, [INSERT NUMBER OF SURGERIES PERFORMED] of you had surgery in our operating rooms; [INSERT NUMBER OF OUTPATIENT VISITS] of you had an outpatient visit, and [INSERT NUMBER OF DELIVERIES] newborns took their first breath inside [INSERT HOSPITAL NAME]. We are proud to be a source of economic stability for [INSERT TOWN/CITY], employing [INSERT NUMBER OF EMPLOYEES]. These things won’t change.

But we will redefine what the “H” sign means for [INSERT COMMUNITY NAME]. Yes, it represents help and hope, but next time you see the sign, know that our hearts believe it should also symbolize your health and the health of your neighbors and our community.