

The Connection Reality

Strength can be built through understanding and partnerships

Need will escalate, not diminish:
More challenges, not fewer

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Major Objectives

- **Counter the vulnerabilities**
 - Questions about community benefit
 - Tax exempt status
 - Billing and collections
 - Corporate campaigns
- **Reaffirm hospitals' rightful place as mission-driven, community centered health care leader**
- **Communicate stories with lawmakers, influencers and the media**

Source: American Hospital Association.

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Major Objectives

- **"Hardwire" into hospitals' culture**
- **Move public attitudes and gain support for hospitals during this time of change**

Source: American Hospital Association.

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Testing Community Centeredness...

- ✓ **Clearly defined community**
- ✓ **Community-based mission**
- ✓ **Promote and support community health improvements**
- ✓ **Stakeholders' needs and interests affect goals/strategies**
- ✓ **Regular discussion of challenges and barriers**

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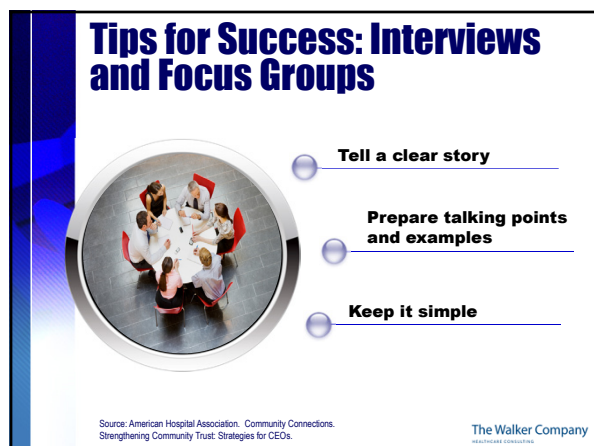
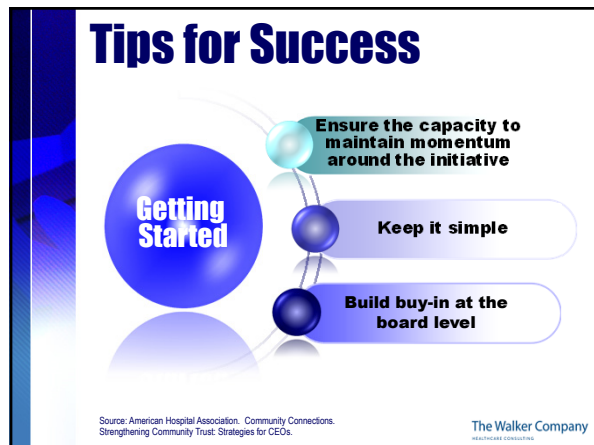
Testing Community Centeredness...

- ✓ **Work with community partners**
- ✓ **Formal working relationships with organizations to maximize benefit**
- ✓ **Assess value/impact of joint community efforts**
- ✓ **Community benefit report**
- ✓ **CEO focus on improving community health**

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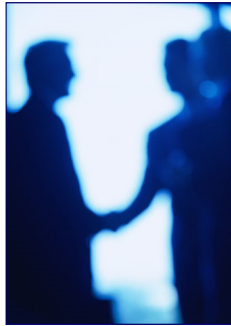
Using Community Connections To Build Community Confidence and Strengthen Public Trust

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Tips for Success: Follow-Up

- Send a personal thank you note
- Reinforce the importance of the insights gained
- Provide leave-behind information that reinforces the hospital's role and value



Source: American Hospital Association. Community Connections. Strengthening Community Trust. Strategies for CEOs.

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Tips for Success: Taking Action



- Communicate the results throughout the organization
- Use the results internally to motivate people and improve responsiveness and effectiveness
- Focus on what's most important

Source: American Hospital Association. Community Connections. Strengthening Community Trust. Strategies for CEOs.

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Tips for Success

Building Ongoing Connections

- Build the infrastructure to support a continuous effort
- Actively seek community relationships
- Look for and adopt best practices

Source: American Hospital Association. Community Connections. Strengthening Community Trust. Strategies for CEOs.

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Tips for Success

Building Ongoing Connections

- Strive for ongoing community engagement
- Ask community members what they think
- Show ideas transformed into action

Source: American Hospital Association. Community Connections. Strengthening Community Trust. Strategies for CEOs.

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Five Rules for Building Sustainable Community Centeredness

Rule 1: Not an event, or a one-time fix – a commitment to community

Rule 2: Can't be done overnight – sustained over time

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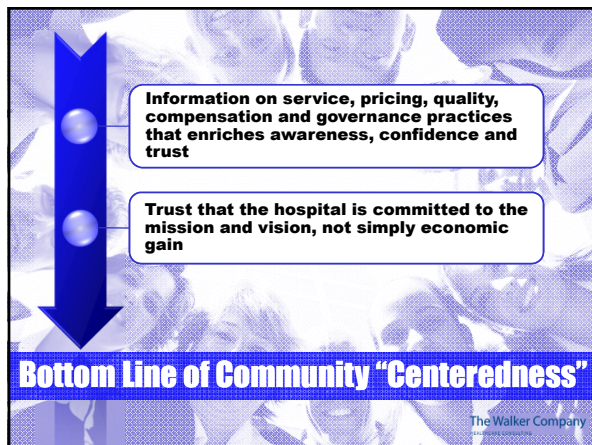
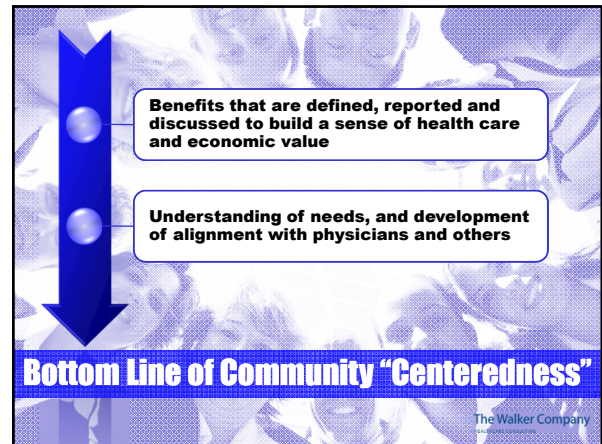
Five Rules for Building Sustainable Community Centeredness

Rule 3: Don't reinvent the wheel – learn from and use successes of others

Rule 4: Cultivate broad-based buy-in and commitment from all

Rule 5: Communicate, communicate, and then communicate some more

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Discussion Points

- ▶ **Hospital seen as being community centered?**
- Value of community partnerships?**
- Organization-wide community accountability?**

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Discussion Points

- ▶ **Partnerships to achieve community mission?**
- Community health part of strategic agenda? Costs? Returns?**
- Individual community advocacy role?**

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Becoming a Community-Centered Board

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