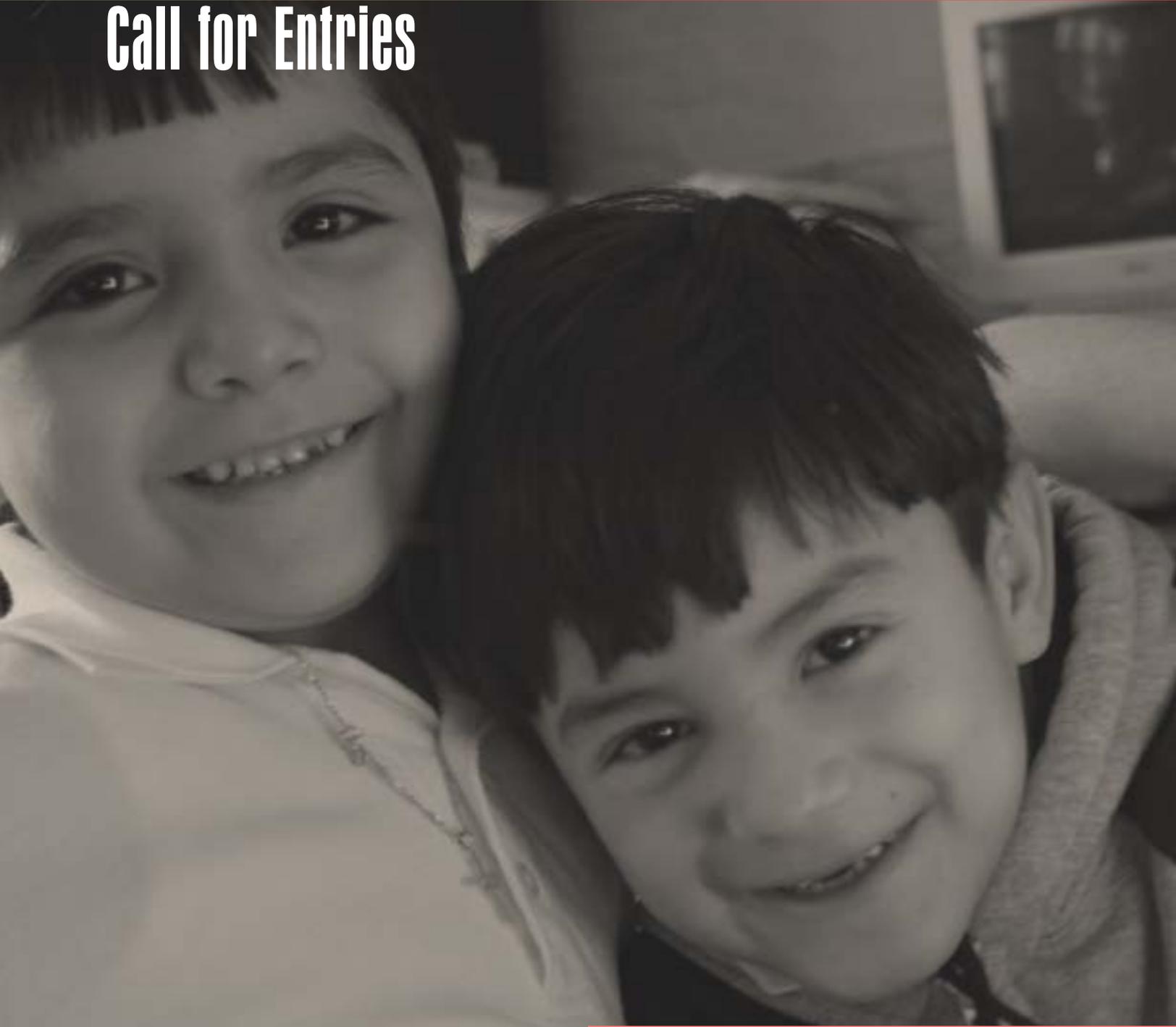


2005

The Foster G. McGaw Prize
for Excellence in
Community Service

Call for Entries



The simple act of applying for the **Foster G. McGaw Prize** demonstrates your commitment to your community as well as an eagerness to share your organization's experience and expertise in community service. The distinct honor of winning the Prize exhibits remarkable standards to which others will aspire.

2005

Call for Entries

**The Foster G. McGaw Prize
for Excellence in
Community Service**



The winners and finalists of the Foster G. McGaw Prize collectively paint a picture of creative, insightful, caring health delivery organizations that are exceptionally committed to improving the health and well-being of everyone in their communities. These organizations are not all large or small (nor urban or rural) nor economically disadvantaged or advantaged. Yet uniformly **they demonstrate a passion and continuous commitment to making their communities healthier and more vital.** They are all proof that the integration of the health care organization with its community is the cornerstone of a healthier America.

The Baxter International Foundation and the Cardinal Health Foundation and the American Hospital Association invite you to serve as a national example of excellence in serving your community by applying for the 2005 Foster G. McGaw Prize.

**2004 Foster G. McGaw Prize Winner:
Henry Ford Health System
Detroit, Michigan**



What is The Foster G. McGaw Prize for Excellence in Community Service?

The Prize honors health delivery organizations (hospitals, health systems, integrated networks, or self-defined community partnerships) that have demonstrated exceptional commitment to community service. Any health delivery organization that exhibits the criteria described on the next page is eligible to apply for the Prize, which is one of the most coveted, significant honors in health care.



What are the criteria for Excellence in Community Service?

Applicants must establish, through the requested documentation, that they meet the following criteria for excellence in community service:

- 1] Leadership** The health delivery organization takes a proactive role in establishing the web of relationships needed to address the community's health and social issues and to improve the community's well-being.
- 2] Commitment** Individuals and departments throughout the health delivery organization, including governance, administration, and patient care, are involved on an ongoing basis in the organization's community service plan and/or initiatives.
- 3] Partnerships** The health delivery organization has alliances with the community, including physicians, other health-related organizations, business, and government, to identify and meet community health needs.
- 4] Breadth and Depth of Initiatives** The health delivery organization's community service initiatives: (a) exceed the provision of just acute medical and health care services; (b) address major health-related issues in the community; (c) constitute a significant, ongoing effort by the health delivery organization; and (d) demonstrate an impact on the community's health status and/or quality of life.
- 5] Community Involvement** There is a high level of community response to, acceptance of, and participation in the health delivery organization's community service initiatives.



What is the recognition for Foster G. McGaw Prize honorees?



Recognition

In recognition of the outstanding contribution the winner of the Foster G. McGaw Prize makes to its community, the winner will receive \$100,000, a trophy, recognition at a special awards ceremony at the AHA Annual Meeting, and coverage in *AHA News*, *Hospitals & Health Networks*, and other health care publications.

Up to three finalists will each receive \$10,000 and mention in *AHA News*, *Hospitals & Health Networks*, and other health care publications.

The highest-ranking applications will be made accessible to AHA member health care executives and trustees.

April 8, 2005 Applications must be received in the Prize office by close of business on April 8, 2005.

April - May 2005 Initial review of all applications is conducted by an external panel of health care executives from across the country.

June 2005 The highest-ranking applications are forwarded to the Foster G. McGaw Prize Committee for review. The Prize Committee is composed of nationally prominent executives and academicians.

July 2005 The Prize committee meets and selects up to four semifinalists for site visits. All applicants are notified by mail of their status.

September - November 2005 The Prize Committee conducts site visits to the four semifinalists.

December 2005 The Prize Committee selects a winner and finalists. These health delivery organizations are notified by mail of their status.

April-May 2006 The 2005 winner and finalists are honored at the AHA Annual Meeting in Washington, DC.

What is the time frame of the review process?



How do I apply?

[Application requirements have changed.
Please read carefully.]

A complete application consists of 5 copies of the following:

- 1] Complete application form.
- 2] Executive summary of your completed application. Maximum of one (1) page in length, single-sided.
- 3] A brief overview of the health delivery organization, including a short description of the organization's structure, facilities, services, and market share. Maximum of one-half (½) page in length, single-sided.
- 4] A brief description of the community served by the organization, including population size, general demographics, major employers, and primary social and health care factors. Maximum of one-half (½) page in length, single-sided.
- 5] **Tell your organization's story about its commitment and passion to improving health and quality of life in its community.** In this section, please include:
 - Origin of your organization's commitment, what has sustained that commitment, and how it will be maintained in the future
 - Your organization's leadership and partnerships in meeting its commitment
 - Challenges to improving health and quality of life in your community
 - Impact of the programs and activities to address these challenges (Provide quantitative evaluations where available.)
 - Depth and degree of commitment throughout your organization and involvement of the community
 - Level and continuity of financial and other support for community service initiativesMaximum of three (3) pages in length single-sided.

Please do not submit application or supplemental information or materials in binders or special folders.



- 6] Provide descriptions of five (5) community service initiatives that best exemplify how the organization is living its passion to improve health and quality of life in its community. All of the initiatives must have been operational for at least two years. Three must have been operational for at least four years. For each community service initiative:
 - a) Discuss how the initiative meets the unique needs of the community and effectively uses community resources.
 - b) Provide statistics, such as the number of people served, number of visits, and quantifiable improvements in health status.
 - c) List the initiative's total operating expenses for the most recently completed fiscal year.
 - d) Itemize the major sources for the initiative's funding, including the specific amount of dollars contributed by the applicant and by other organizations.Maximum of one (1) page in length, single-sided, for each initiative described.

In addition, please send one copy of the following:

- 1] Health delivery organization's audited financial statement from the most recently completed fiscal year.
- 2] Most recent annual report and/or community benefit report.
- 3] List of current board of directors/trustees, including titles and affiliations.

Application

Mail your complete application to:

2005 Foster G. McGaw Prize
American Hospital Association
One North Franklin/
Floor 32
Chicago, IL 60606

Applications must be received in the Prize office by close of business on April 8, 2005.

Questions? Please contact AHA Member Relations at **312/422-3932**, or visit the web site at **www.aha.org**.

Name of Health Delivery Organization

Mailing Address

City, State, Zip Code

Name of Contact (Mr. Ms. Mrs.)

Title

Phone

Fax

My health delivery organization is a (check one):

Hospital Health System Integrated Network Community Partnership Other

Primary type of community:

Urban Rural Suburban Mix

References

Please list three (3) individuals who can be contacted to provide reference information about (a) the commitment of the health delivery organization to community service and (b) the impact of the applicant's community service initiatives.

Name of Reference, Title

Organization

City, State, Phone Number

Relationship to Health Care Org.

Name of Reference, Title

Organization

City, State, Phone Number

Relationship to Health Care Org.

Name of Reference, Title

Organization

City, State, Phone Number

Relationship to Health Care Org.

Signatures

In submitting this application we give the American Hospital Association permission to use and disseminate the information contained herein except the audited financial statements.

Chief Executive Officer

Type or Print Name

Board of Trustees Chair

Type or Print Name

Chief Medical Officer

Type or Print Name

Application Contact Person

Type or Print Name

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**American Hospital
Association**

**The
BAXTER
INTERNATIONAL
Foundation**



**Cardinal Health
Foundation**