

2007

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.

2007

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 2007 Foster G. McGaw Prize.

2006 Foster G. McGaw Prize Winner:
Memorial Healthcare System
Hollywood, Florida

 **Memorial
Healthcare System**



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 6, 2007 Applications must be received in the Prize office by close of business on April 6, 2007.

April - May 2007 Initial review of all applications is conducted by an external panel of health care executives from across the country.

June 2007 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 2007 The Prize committee meets and selects up to four semifinalists for site visits. All applicants are notified by mail of their status.

September - November 2007 The Prize Committee conducts site visits to the four semifinalists.

December 2007 The Prize Committee selects a winner and finalists. These health delivery organizations are notified by mail of their status.

April 2008 The 2007 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.)

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

A complete application consists of 5 copies of the following information:

(NOTE: The application must have at least 1" margins and be written in a font size no smaller than 11 points.)

- 1] **Complete application cover page.**
- 2] **Executive summary** of your completed application, including a list of the programs you are highlighting in the application. Maximum of one (1) page in length, single-sided.
- 3] A brief **overview of the health delivery organization**, including a description of the organization's structure, facilities, services, and market share. Maximum of one-half 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 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, include the following subsections (please include subheadings):
 - **Overview.** A description of the basis for your organization's commitment to community service
 - **Leadership.** Your organization's proactive role in establishing relationships needed to address the community's health and social issues and improve the community's well-being
 - **Commitment.** Basis for your organization's commitment, including the depth and degree of commitment throughout the organization, including governance, administration, and service delivery areas
 - **Partnerships.** Partnerships with others to meet community needs, including alliances with physicians, other health related organizations, business, government, etc.
 - **Breadth and Depth of Initiatives.** Impact of the programs and activities to address challenges to improve community health and quality of life (As much as possible, cite the results of quantitative evaluations.)
 - **Community Involvement.** Community response to, acceptance of, and participation in the organization's community service initiatives

- **Sustainability.** Level and continuity of financial and other support for community service initiatives (Be specific about funding and ongoing sources of support.)

Maximum of three (3) pages in length single-sided.

- 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 three years. Three must have been operational for at least five years. For each community service initiative provide the following subsections (please include subheadings):
 - **Overview.** Provide a brief description of the initiative, length of operation, how it meets the unique needs of the community, and how it effectively uses community resources.
 - **Impact.** Provide statistics, such as the number of people served, number of visits, and quantifiable improvements in health status.
 - **Lessons Learned.** Briefly discuss lessons learned in the implementation of the initiative.
 - **Future Goals.** Describe plans for maintaining or expanding the initiative.
 - **Operating Expenses for Past Fiscal Year.** List the initiative's total operating expenses for the most recently completed fiscal year, also specifying the value of in-kind contributions, if any.
 - **Funding.** Itemize the major sources for the initiative's funding and support, including the specific amount of dollars and in-kind resources 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. Also include a specific statement on the amount of community benefit the organization provides (for example, a non-profit organization might use the descriptions included in its Form 990 filing).
- 2] Most recent annual report and/or community benefit report.
- 3] List of current board of directors/trustees, including titles and affiliations.

Application Cover Page

Mail your complete application to:

2007 Foster G. McGaw Prize
American Hospital Association
One North Franklin,
Suite 2800
Chicago, IL 60606

Applications must be received in the Prize office by close of business on April 6, 2007.

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

E-Mail

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

