

**Recommendations for the 2011  
AHA Hospital Awards for Volunteer Excellence (HAVE)**

**COMMUNITY SERVICE PROGRAM**

“Hope Clinic and Pharmacy”  
Ephraim McDowell Regional Medical Center  
Danville, KY  
Vicki Darnell, President/CEO

The Hope Clinic and Pharmacy is a collaborative project that provides medical services for underserved residents living in a six county area in rural Kentucky. The partnership, which opened in December 2006, includes Ephraim McDowell Regional Medical Center, Heart of Kentucky United Way, the Salvation Army and the Boyle County Health Department. To qualify for the free services, individuals must have no form of private insurance nor receive VA, Medicare or Medicaid medical services. In addition, their income must fall below 150% of the federal poverty levels and the patient must have one of the following chronic illnesses; high blood pressure, high cholesterol, Type II diabetes, GERD (gastroesophageal reflux disease) or obesity.

Each partner’s role is essential to the success of the project. The Salvation Army screens the applications for eligibility, Ephraim McDowell Regional Medical Center provides the administrative oversight and outpatient pharmaceutical support and the Heart of Kentucky United Way is a funding partner. The Hope Clinic and Pharmacy is housed at the Boyle County Health Department and is available two evenings each week with local churches providing meals for the staff.

In 2009, Ephraim McDowell Volunteer Services recruited 48 volunteers for the Hope Clinic. The volunteers were clinical nurses and non-clinical auxiliary members. More than 69 new patients were seen, increasing the total number of active patients to 185 with 610 patient visits. Patients are eligible to receive free medications at the Ephraim McDowell outpatient pharmacy through patient-assistance programs supported by the national pharmaceutical manufacturers. In addition, Ephraim McDowell buys medication at a discounted rate and dispensed more than 3,500 pharmaceutical prescriptions at an expense of \$95,712. With only two paid staff members at the clinic, the service would not have been viable had Ephraim McDowell Volunteer Services not become involved in this initiative. Patients clearly would not have regular, accessible, affordable healthcare and would revert to the ranks of the medically underserved.

## **FUNDRAISING PROGRAM**

“Women’s Board of Montgomery General Hospital”  
Montgomery General Hospital  
Olney, MD  
Peter W. Monge, President

The Women’s Board of Montgomery General Hospital (WMBGH) is dedicated to raising funds for special projects at Montgomery General Hospital and for student scholarships. WMBGH operates a thrift shop as well as a gift shop inside the main hospital.

One of the biggest events the WMBGH holds each year is the Picnic and Bazaar which marked its 90<sup>th</sup> anniversary in 2010. The Women’s Board reached out to community organizations to support their efforts which included the Lion’s Club, Rotary, local bank, quilting groups, Boy Scouts, and local artists. Over 525 volunteers participate in setting up tents, cooking and serving food, parking, arranging entertainment and clean-up. The Picnic and Bazaar has provided a summer repast for the “neighbors” of Montgomery General which has grown exponentially throughout the decades while retaining its “Norman Rockwell” appeal to the evolving diversified community. Volunteerism passes from one generation to the next, some now in its fifth generation of involvement.

Over the past 10 years, WMBGH raised nearly \$3.5 million from its programs to open a Pediatric Emergency Room (named for WMBGH), purchase cardiac technology, and contribute to a capital campaign. In addition, the group has awarded \$500,000 over 10 years in scholarships to students pursuing careers in health care.

## **IN-SERVICE HOSPITAL VOLUNTEER PROGRAM**

“Angels of the ER”  
Saint John’s Health Center  
Santa Monica, CA  
Lou Lazatin, President & Chief Executive Officer

Ten years ago, the Saint John’s Emergency Room was dealing with extended wait times and received weekly complaint letters from patients. The medical director realized something needed to be done to increase patient satisfaction and approached a volunteer group to pitch the idea of placing volunteers in the Emergency Room to provide comfort and support to patients awaiting treatment in the ER. The program was named Angels of the ER.

The Angels primarily serve as liaisons between patients and medical staff, offering non-medical assistance to patients and their families throughout their stay. The ER staff’s ability to focus on patient care is enhanced by the Angels who offer a friendly smile, a sympathetic touch and a listening ear. The volunteers are very sensitive to the emotional and spiritual needs of family members.

Initially, the staff didn’t understand the volunteer’s role and there was little buy in. Following several months of rigorous training, relationships were built and the staff saw the Angels in action and began to appreciate their role. Following the training, the volunteers spent the first six

months on the job with an experienced partner, under the supervision of an ER physician, an RN and a physician's assistant.

Angels in the ER program has 50 volunteers and has become so popular among community members wishing to volunteer that it maintains a waiting list. In addition, the Angels purchased pediatric toys and books for young patients and stock a care and share closet in the ER with clothes and shoes for homeless patients. They developed a community resource guide which is used by the staff and the case managers. Patient satisfaction has increased and the hospital has received numerous letters of thanks for the Angels' efforts, praising the volunteers' compassion, caring and reassurance they provide during anxious moments.

### **COMMUNITY OUTREACH AND/OR COLLABORATION PROGRAM**

“Cards and Cocoa”

OSF St. Joseph Medical Center

Bloomington, IL

Kenneth Natzke, President & CEO

Cards and Cocoa is a community outreach program inspired and designed to bring families together to give back to their communities during the holiday season. An OSF St. Joseph Medical Center volunteer group called the Heartwarmers brought together hospital staff, volunteers and community members to write informal personal get-well cards for hospital patients. Their goal was to bring warmth to those in a hospital bed on a chilly December day. At its inception, over 400 cards were collected and distributed to patients.

Collectively, Cards and Cocoa volunteers range from ages 5 to 85 and have generated over 4,000 cards for patients at OSF St. Joseph Medical Center, OSF specialty physician offices, nursing homes, and the Salvation Army. In an effort to encourage families to volunteer, Heartwarmer volunteers selected National Family Volunteer Day to organize events dedicated to writing greeting and get well cards. Sponsors included the local Starbucks, the Children's Discovery Museum and The Fresh Market.

OSF St. Joseph expanded their holiday initiative to join in the “Disney Give a Day, Get a Day” program, inspiring individuals and families to volunteer for a day and in return receive a free day at a Disney theme park. OSF St. Joseph accepted 100 families from the Bloomington-Normal community to participate and each created 25 cards per family which resulted in a total of 2500 cards for distribution.

Recently, Cards and Cocoa has received permission to send cards to the veterans at Walter Reed Army Medical Center in Washington, DC. Having grown from a small collection of 400 cards one holiday season to include outreach programs for not just Bloomington-Normal, but Peoria and now Washington, DC, Cards and Cocoa volunteers feel honored as the program has evolved and continuously surpasses the previous year's goals.