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### Join Us in Supporting Community Hospitals

Interested in supporting the valuable contributions of community hospitals? Invite all your volunteers to join the [AHA-supported Coalition to Protect America's Health Care](#) to fight to protect quality care for all Americans.

Summer 2015

## Volunteer Programs Earn Top Awards



James H. Skogsbergh, Chair-Elect of the AHA Board of Trustees, presents the Hospital Awards for Volunteer Excellence.

Volunteer service areas centered on behavioral health, Medicare access and community engagement were honored at the American Hospital Association Annual Membership Meeting.

The AHA's Hospital Awards for Volunteer Excellence (HAVE) were presented for the 32nd year citing the extraordinary efforts of volunteers and volunteer programs and the positive impact their contributions have on the patients, hospitals and communities they serve.

**Save the date!**  
**2016 SAL Meeting and**  
**HAVE Breakfast**  
**State Auxiliary Leaders**  
**Meeting: April 30 to May 2,**  
**2016**

**Hospital Awards for**  
**Volunteer Excellence**  
**Breakfast:**  
**May 2, 2016**  
Washington Hilton  
Washington, DC  
In conjunction with the AHA  
Annual Membership Meeting

All states are encouraged to send representatives to the State Auxiliary Leaders Meeting and learn how volunteers can support hospitals as they advance health in America.

**Do We Have Your Current Information?**

Please send updates to the [State Auxiliary Leaders Roster](#) to Meg Leahy, [mleahy@aha.org](mailto:mleahy@aha.org)

**Looking for a Conference Speaker?**

Check out the additions to [list of speakers](#) who might be appropriate for your next volunteer meeting. To add someone to the list, contact Joan Ryzner at [jryzner@aha.org](mailto:jryzner@aha.org).



From left, COV Chair Barbara Muesing; John McDonough, UnityPoint Health—St. Luke's Hospital, Cedar Rapids, IA; Karen Lahn, Fairview Health Services, Minneapolis, MN; Steve Munafò, Detroit Veterans Affairs Healthcare System, Detroit, MI; Sandy Tucker, Tri-City Medical Center, Oceanside, CA; and AHA Chair-Elect James Skogsbergh.



Some 115 HAVE nominations were submitted in the four award categories.

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## 2015 HAVE Winners

### **Community Service Program**

*Fairview's Youth Grief Services*  
Fairview Health Services  
Minneapolis, MN

### **In-Service Hospital Volunteer Program**

*Victory Band*  
Detroit Veterans Affairs Healthcare System  
Detroit, MI

### **Fundraising Program**

*Tails on the Trails Walk-a-Thon*  
Tri-City Medical Center  
Oceanside, CA

### **Community Outreach and/or Collaboration Program**

*Senior Health Insurance Information Program*  
UnityPoint Health – St. Luke's Hospital  
Cedar Rapids, IA

A [summary of the winning service areas](#) and their [nomination forms](#) are available on the AHA volunteer webpage.

**Online applications for the 2016 HAVE Awards open late July and are due late September.** For details, contact Joan Ryzner, AHA Director of Member Relations, at [jryzner@aha.org](mailto:jryzner@aha.org).

A free webinar highlighting the winning 2015 programs will be sponsored by AHA's [Association for Healthcare Volunteer Resource Professionals](#) from noon to 1:30 p.m. Tuesday, July 21. Registration opens early July and is open to non-members



COV Chair Barbara Muesing leads a discussion on new volunteer roles in light of health care transformation.

## State Auxiliary Leaders Pledge to Partner in Health Care Transformation

AHA convened State Auxiliary Leaders from across the country in Washington, DC, in May to learn how the health care environment is changing and how volunteer efforts can support that transformation. At the conclusion of the two-day meeting participants pledged to:

- Educate communities regarding issues that hospitals face
- Engage in legislative advocacy
- Mentor and recruit new leaders
- Engage with state hospital associations
- Hold community events – educational and fundraising
- Start volunteer service areas to follow up with discharged patients
- Have volunteers help patients with IT support (education)
- Ask discharged patients questions to support patient satisfaction
- Ask patients questions on how to improve care
- Hold 1:1 visits regarding medications, discharge instructions, and/or housekeeping to increase HCAHPS scores
- Capitalize on healthcare transformation to engage hospitals in state auxiliaries
- Promote affiliation with state and national groups
- Ease patient fears to increase HCAHPS
- Conduct home visits to promote safety and decrease emergency room visits
- Increase social media to engage new volunteers
- Identify strategies to engage at the state and local levels, in light of healthcare transformation
- Increase patient ambassadors/greeters and way finding
- Provide meals for visiting families in ICUs
- Survey potential members of state organizations

Participants expressed the desire to accelerate the caliber of volunteer services to support the evolving needs of their communities and hospitals.

The next meeting of the State Auxiliary Leaders is April 30-May 2, 2016, in Washington, DC. Every state is invited to send a delegation.

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## Videos Depict Value of Hospitals in Communities



Two videos debuted at the AHA Annual Membership Meeting portray the contributions hospitals make to healthier communities.

**“America’s Hospitals”** puts a youthful spin on health care careers:

[https://www.youtube.com/watch?v=EbIBk4\\_KIhI](https://www.youtube.com/watch?v=EbIBk4_KIhI)



**“Hospitals Across America”** demonstrates the impact hospitals have in advancing community health: <https://youtu.be/KTfIFkcxdlq>

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## All Are Invited to AHVRP Annual Conference

Volunteers, auxiliaries, retail managers and directors of volunteer services are invited to attend the AHVRP Annual Conference and Exposition September 19-22 in Orlando, FL. This AHA-affiliated event is the only national conference devoted to health care volunteer services, and features educational sessions and networking opportunities for all.

Volunteers and auxiliaries are granted a discounted registration rate, regardless of when they register.



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## AHA Volunteer Committee Provides Valuable Input

The [AHA Committee on Volunteers](#) (COV) is off to a running start this year, providing valuable feedback to the American Hospital Association on a variety of key issues affecting health care, including:

- Behavioral health issues in communities and the impact on hospitals
- Consumer use of the new hospital star rating system introduced by the Centers for Medicare and Medicaid Services
- The AHA strategic plan for 2015-2017

The COV comprises volunteers, auxiliaries and directors of volunteers from hospitals across the country. The committee is also involved in selecting the Hospital Awards for Volunteer Excellence winners and supporting the AHA State Auxiliary Leaders network.

This year's chair is Barbara Muesing, an auxiliary and trustee from Essentia Health Fosston, Fosston, MN

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## Volunteers Encouraged to Promote Hospitals' Good Work

As part of an overall strategy to promote the positive message about hospitals, the AHA has launched a digital campaign to promote the great work hospitals are doing to increase patient safety and expand their role within their communities. This initiative aims to highlight how hospitals are changing – what's been called “Redefining the H.” But some of the specific issues about and terms used for “Redefining the H” aren't common knowledge among hospitals' communities. For example, what does “volume to value” mean for patient care? What does “quality improvements” really mean to patients? How will consolidation help coordinate care? That's why AHA created this campaign – to help explain the changing role of hospitals.

The central efforts of this campaign are highlighted on a new website [My Hospital: Advancing Health in America](#).

### How can you help?

#### **Share your story**

Hospitals are finding new ways to advance the health of individuals and communities beyond the walls of their hospital. By addressing basic needs such as food and shelter to providing job training and free health care clinics, hospitals across the U.S. are changing the way care is delivered. We're looking for hospitals that want to share their experience with us. We will highlight these innovative efforts to improve health in America on the website and through other social media.

#### **Promote the site**

Advancing Health in America features case studies, reports and other resources that help paint a clear picture for patients and caregivers across the country about what their hospitals are doing to improve care and health in their communities. The site will continue to be updated with stories, share graphics and more. Please visit the website and promote it within your communities to help explain some of the complex issues hospitals are facing every day.

#### **Use our materials**

We know the health care environment can be tough for hospitals to navigate and explaining these nuances to boards of trustees, community organizations and patients can be a challenge. The resources on the website, including the introductory video, have been created to help translate some of these complicated issues. Use our materials to help tell your story in the context of the environment your hospital is operating under. Not seeing something that would help you tell your story? Let us know.

Find us on the web at [www.advancinghealthinamerica.org](http://www.advancinghealthinamerica.org) or through the following channels.



Join the conversation on Twitter using [#MyHospital](#) or [#QualityCare](#)  
Follow [@AHAhospitals](#) on Twitter  
Find the AHA on [Facebook](#)  
See us on [YouTube](#)

## Need More Information on SALs?

This list of [frequently asked questions](#) about State Auxiliary Leaders and how AHA interacts with them may answer some questions. If you have suggestions or ideas, please contact Joan Ryzner at [jryzner@aha.org](mailto:jryzner@aha.org).  
<mailto:jryzner@aha.org>.

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Visit us at [www.aha.org/about.volunteers/index.shtml](http://www.aha.org/about.volunteers/index.shtml)