

# AMPLIFY THE HOSPITAL STORY



*Shining the Spotlight on  
the Good Work Done  
Every Day*



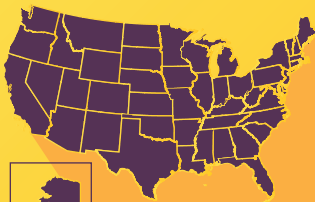
American Hospital  
Association®



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# How Hospitals Are Advancing Health



## Hospitals work 24/7



There are over 5,500 hospitals containing over 900,000 beds in the United States.

## Hospital Stats

In one year, hospitals treat 129 million people in their emergency departments. They perform 27 million surgeries.



## Maine Literacy Program

The Eastern Maine Healthcare Systems has implemented a literacy program that begins at birth. Free, age-appropriate books are given to each child at each well-child visit through their 5th birthday. Since 2000, the program has distributed 1.5 million books to 180,000 children.



Baptist Health and UF Health Jacksonville provides 9th-12th graders mentoring, job readiness and mentor-based paid summer employment, as well as extensive case management. In 1999, the program began with eight students. Today, it has nearly 1,000.



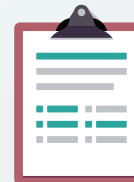
## TeleMed



Hospitals are finding new and creative ways to do things. Telemedicine is now a common, wide-spread practice.



## Coordinated Care



Coordinated Care brings health services directly to people right where they live. It helps sustain health care providers in cities across the country. It reduces costs for everyone involved.



## Educational Empowerment Program at INTEGRIS Health

Students enrolled in the Educational Empowerment Program at INTEGRIS Health in Oklahoma City meet at INTEGRIS Southwest Medical Center four days a week for GED classes. They build resumes and complete an online financial course. In 2006, the program helped 12 students attain their GED.

You can find out more about how your hospital is improving care at



[www.advancinghealthinamerica.org](http://www.advancinghealthinamerica.org).

Source: 2016 AHA Annual Survey of Hospitals



American Hospital Association®



## INTRODUCTION

The blue and white hospital “H” has always carried the promise of help, hope and healing. In this time of tremendous transformation and change, these organizations continue that promise by broadening focus beyond the four walls, working to help every person access needed care, and advancing the health of the individuals and communities served.

Increasingly, individuals go online to find health information and form opinions about their health care providers. Many get health information from websites or social media accounts tied to the American Heart Association, American Diabetes Association and others instead of their providers. In fact, three out of four adults use some form of social

media, and recent Pew research shows more than half of smartphone owners use their phones to get information about a health condition. Seniors (adults age 65+) are the fastest growing social media audience with Facebook being their platform of choice. Millennials, along with Gen Xers, prefer Twitter and Instagram. Health care organizations must embrace this new way of communicating or risk being left behind. The good news is that social media allows providers to reach key audiences simply and cost effectively. And the groups people seek for health information often collaborate with hospitals. There is great opportunity to reach these audiences by working with patient advocacy groups among others. For many, social media is the new “word of mouth.”

If you don’t have a social media strategy, tackle one platform at a time. Understand the strengths and weaknesses behind each social network which will help you better designate the appropriate messages and connect with the appropriate audience. Although content can be repurposed, hospitals should consider which platform best suits a particular piece of content. For example, with patient permission, a good story about a father donating a kidney to his daughter would be a very compelling post to share on Facebook. Twitter is less ideal, given the character and timed-video restrictions, which would make it difficult to adequately explain the story in detail.



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## 5 STEPS TO GET SOCIAL

### **Step 1: Do a digital inventory.**

This includes identifying staff contacts and administrators for every platform active with your hospital including blogs, websites and social media sites.

### **Step 2: Pick your team and set goals.**

Determine what you want to achieve using each platform and where it fits within other communications and marketing activities. Keep in mind that social media should be an extension of a regular communications and marketing plan and should be tied to your organization's overall strategy and vision. Set performance metrics to be monitored for return on investment. Create a content calendar to guide your activities.

### **Step 3: Set ground rules and talk about them . . . to everyone.**

Rules must be simple enough to be easily remembered and clear enough to avoid confusion. Employees need to be informed and trained on social media guidelines. Any platform that is launched on behalf of the hospital – including internal exchanges and private patient/family communities – should include these guidelines and disclaimers. Guidelines should be publically posted and easily accessible.

### **Step 4: Monitor. Repeat.**

One of the main differences between social media and traditional media is the ability to monitor and revise in real time. Most platforms include analytics that allow you to track the effectiveness of your efforts. Many organizations use social media to drive traffic to their websites. If this is your goal, use Google Analytics and other Web tools to regularly track traffic from your social media platforms back to your organization's website.

### **Step 5: Check the data (and policy) and revise as needed.**

Periodically evaluate performance metrics against goals. Use your data to tailor a digital strategy that complements your organization's strengths and communication style. Also regularly check your social media policy – is it still up to date? Are there new technologies that need to be addressed?









## Top five social media sites in U.S.\*



1. Facebook



2. LinkedIn



3. Pinterest



4. Instagram



5. Twitter

\* AHA Online Store. "By the Numbers: Benchmarking Study on Healthcare Marketing/Communications (5th Edition)." SHSMD, 2014. Web. 13 Apr. 2015.

## Who uses social networking sites

% of internet users within each group who use social networking sites\*

All Internet users	74 %
Men	72
Women	76
18-29	89
30-49	82
50-64	65
65+	49
High school grad or less	72
Some college	78
College+	73
Less than \$30,000/yr	79
\$30,000-\$49,999	73
\$50,000-\$74,999	70
\$75,000+	78

Traditional hospital promotion or marketing has been focused on high-tech programs, top physicians or revenue-generating services. Often such marketing can cause consumers to see all providers alike, touting similar "breakthroughs" and awards. The field must shift how it thinks about promotion and instead tell the hospital story. Talk more about the services you provide – and have provided all along – that promote health. Talk about the partnerships in which your hospital is engaged to assist community members with transportation, attain health food options and so many other partnerships that improve overall health and wellness. This shift gives consumers context for the change they see in health care. More importantly, it reminds them that hospitals are interested in healthy communities and are devoting significant time and resources to foster health.

Created with the Society for Healthcare Strategy and Market Development, AHA's "A Hospital Leadership Guide to Digital and Social Media" provides useful resources and how-to guides.

As you establish new partnerships and maintain long-term relationships, it is imperative that you tell your story to these

growing audiences: the story of why you exist, the story of your mission, the story of how you fulfill that mission every day, and the story of how these changes will help to improve the care you provide.

Many in the community may be surprised to learn all a hospital does to promote health and strengthen the community. They may also be surprised to learn that some hospitals are going through a process to redefine themselves: - where they will be located, services provided, delivery of care and other things in an effort to ensure that the right care – the best care – is provided to the right patient at the right time.

The AHA is here to help that story be told simply and effectively.

Along with traditional media, social media offers a tremendous opportunity to share the community outreach, wellness and community health activities in which you are engaged. Included throughout this publication, please find examples of how to spotlight a program on a variety of different platforms. For guidance on how to easily use social media, see AHA's Social Media Guide at [hospitalsocialmedia.tumblr.com](http://hospitalsocialmedia.tumblr.com)



# TELLING THE HOSPITAL STORY

This toolkit provides an overview of the communication activities and outreach that AHA is undertaking to tell the hospital story and outlines how hospitals can participate in AHA communications efforts. It also provides sample content that can be tailored and used by your hospital.

Often news is dominated by health care challenges. Shining a light on the good already being done is an AHA priority. Helping hospitals shine that light locally is achieved through community connections – relationships with patients, employees, businesses, neighbors and others. That connection is most beneficial if it occurs proactively and is part of an ongoing communication process. Too often, organizations wait to reach out to their communities or even the media until they are rebutting something negative. This toolkit provides resources to help establish and maintain good communication relationships with all audiences.

## OFFENSE IS THE BEST DEFENSE

Hospitals are tremendously complex organizations. It is critical for hospitals to engage stakeholders routinely. Engaged communities understand the work you are doing, the people you are helping, the full spectrum of health and wellness programs being provided to the community as well as how health care is changing – both at a local community level, as well as nationally.

By specifically highlighting the important and varied work hospitals do, and by becoming a true community partner for wellness, hospitals (along with stakeholders) are better prepared to address community challenges. Hospitals should be continuously involved in promoting community health and highlighting inspirational, local stories.

To start, ask your staff to consider and apply the following to their work:

- Hospitals' commitment to community health as reflected in the mission, values and goals should be understood and applied by everyone throughout the organization.

- Hospitals should develop and make readily available to the public an inventory of community programs and services offered including health care enrollment efforts, specialty services, extended care, and programs that address social and basic needs, access, coverage and quality of life.
- Hospitals should understand and publicly communicate the impact of their programs and services on their communities including times when hospitals partner with others to ensure patients have the full array of services. Hospitals impact their communities in countless ways. Many are often detailed in community benefit reports, so consider posting and sharing those widely.
- Hospitals should have examples at the ready of the work being done to improve community health plus examples or vignettes of the economic contribution of the organization, the innovations and medical advances taking place, and the efforts to improve access. Always be ready to illustrate steadfast commitment to quality and safety.



## 3 Ways to Capture Your Story for Consumer Engagement

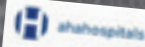
- 1 Tweet a pic of the health fair (volunteers in action, people getting checked, etc.)
- 2 Ask your “employee of the month” what they love about their job and post the video to Facebook
- 3 Post a blog or draft a newsletter article highlighting tips for patients as they enroll in insurance coverage (or other community education events)





Cedars-Sinai @CedarsSinai · Apr 21

Our COACH team encourages kids to rethink their drinks & read nutrition labels to choose beverages with less sugar.



11 likes

ahahospitals Look how @uvahealth is bringing in healthy, local food to improve patient care through an improved diet. #myhospital #advancinghealth

MARCH 22



myhospital Allen Pavilion Hosp...

245 likes

myhospital The 4th floor was full at the 2nd annual Parkinson program organized by the Health Outreach program at myhospital's Parkinson Hospital.

From dancing, there's any type of dance. From the Parkinson Hospital, myhospital's Health Outreach program is bringing in healthy, local food to improve patient care through an improved diet. #myhospital #advancinghealth

ADD A COMMENT...



11 likes

ahahospitals @atlanticehealth provides health education and care coordination to underserved communities to improve health equity across New Jersey. #HospitalWeek

3 DAYS AGO



myhealth

myhealth, courtneyyyyy and lanielomom like this

myhealth Thanks @youth\_alliance for hosting such a wonderful event. We had fun teaching the kiddos and parents about #communityhealth #hca! #nomoremonkeyjumpingonthebed

ADD A COMMENT...



Final #'s are in - 13,503 boxes of crayons for @UWNashville #StuffTheBusNashville .Well done, HCA! #HCAcares



TWEETS 12

7:43 PM - 28 JUL 2016



**Johns Hopkins Medicine** @HopkinsMedicine · Apr 15  
HopkinsLocal expands the number of new hires that come from Baltimore city neighborhoods #TimeForBaltimore

**JH Summer Jobs Program | Internships that Work**  
Antwon Allen, a rising senior at Loyola-Blakefield high school, produced, filmed and edited this video about the Johns Hopkins Summer Jobs Program, in which ...  
youtube.com



## BLACK-N-BLUE + CLINIC



### FREE SPORTS INJURY CLINIC

- ATHLETE INJURY ASSESSMENT for School or Club (i.e. YMCA) sports program.
- On Staff Physical Therapists & On call Physicians to assist.
- Assessment of injury and treatment that day.
- Players must be accompanied by a Team Trainer, Club Coach or Parent.

**Saturday Mornings / Call 329-891-9098**

2000 Veterans Parkway  
Moultrie, Ga

**VEREEN**  
REHABILITATION CENTER  
SPORTS MEDICINE

329-899-3333

**Tidelands Health** @tidelandsoh · Jan 27  
Get Stronger through Movement. Tidelands HealthPoint's new medical fitness program.



**Tidelands Healthpoints focuses on movement to better health**  
Tidelands Health introduces a new program that could cut your risk for chronic illnesses like heart disease and diabetes.

wbtw12

**Banner Health** @BannerHealth · Mar 22  
Highland High School students learn from Banner Health medical professionals  
bit.ly/1PpDITE via @evtnow



**Presbyterian Reconnected**  
**Healthy Here NM** @HealthyHereNM · Feb 26  
Partners discussing what we want our long-term vision to be for #healthyherenm  
1 Presbyterian, MRCOG, Agri-Cultura Network and 2 others





## HOW CAN AHA HELP YOUR HOSPITAL TELL ITS STORY?

As a membership organization, AHA works daily to communicate on behalf of the field whether that be on community benefit, price transparency, consolidation or quality improvement. AHA engages in strategic communication targeted at numerous audiences and tailors messages accordingly. It is equally important for member hospitals to add their examples and experiences and help translate this message to the end user – health care consumers and patients. This creates an echo effect and also demonstrates the depth and breadth of “good news” stories across the country.

AHA currently has a number of platforms in which it communicates both the work being done by hospitals as well as challenges that are facing the field. Consider AHA

your communications ally in getting out the good news. You should also consider and work closely with your state hospital association. This allows a local story to be amplified on the national level as AHA uses these real-world examples in congressional testimony, campaigns such as National Hospital Week or Community Connections and features examples from hospitals in each of the outlets listed below. More information on these campaigns can be found on AHA.org.

**MEMBER COMMUNICATIONS:** policy briefs, special bulletins, news from AHA leaders.

**ASSOCIATION NEWS:** publications such as Hospitals & Health Networks (H&HN), Health Facilities Manage-

ment (HFM), and Trustee as well as e-newsletters AHA News Now, H&HN Daily, HFM Daily and Inside Trustee.

**TRADITIONAL MEDIA OUT-REACH:** press releases, statements, letters-to-the-editor, op-eds and participation in media interviews and events.

**PAID ADVERTISING:** target ads in print, television and online outlets; advertorials; radio news releases, etc.

**SOCIAL MEDIA:** Facebook, Twitter, YouTube, LinkedIn, Instagram, Tumblr and other channels help the AHA tell the hospital story to people across the country.



# ADVANCING HEALTH IN AMERICA

For many communities, the health care infrastructure five or 10 years from now may look and feel quite different than what consumers know today. AHA's redefining the "H" project developed a construct for both hospitals and communities to think about the hospital of the future.

Moving forward, every hospital's challenge will be to balance high-quality care and continuously enhanced performance while transforming the manner and location in which care is provided. During times of change it becomes vital that each hospital gives voice to their unique story with open and frequent communication with patients, employees and the community.

To help frame these health care changes as they relate to hospitals, AHA launched a public campaign – Advancing Health

Since Advancing Health in America.org was launched in Spring 2015:

- 41.2 million have been reached via social media
- 43,451 engagements in the conversation (retweets, online mentions, shares, likes)
- 22,000 news followers / likes
- #MyHospital campaign received 1000s of entries from every state in the country

in America (AdvancingHealthinAmerica.org) – in 2015. The goal is to help the general public better understand the changing health care system, the evolving

role of our nation's hospitals, and how hospitals are redefining what it means to be a hospital by providing care beyond their four walls and improving the health of their communities. After much research, the site currently focuses on five topics that target audiences identified as most relevant: coverage options, consolidation, community benefit, coverage & access, and coordinating care.

The AHA recognizes that various audiences perceive these changes differently and has adapted the Advancing Health in America campaign to target patients, nurses, family caregivers, policymakers and community thought leaders.

Advancing Health in America works to explain to each of these audiences hospital transformation, address consolidation concerns, and to provide examples of





Step loading this page

Email or Print

Advocate Health Care added 4 new photos.  
July 30 at 7:50am · 📍

A big thank you to the Hologic team for coming out and volunteering at the Adult Down Syndrome Center's Healing Garden this week. Today, the Center will be hosting the dedication of the second installation of engraved pavers. All of this rain we're getting should help grow some beautiful flowers!






Burke Rehabilitation Center  
April 11 at 2:05pm · 📍

We had a great time at the City of White Plains Recreation & Parks Department's Child Safety Seat Check on Saturday. We gave out about 70 helmets. Thank you everyone who came out!



Cleveland Clinic  
Cleveland Clinic

135 likes

Despite facing higher risk of diseases like #prostatecancer, minority men are less likely to seek out preventive screening options. Addressing health disparities through community outreach and education is paramount. #nonorthhealth



Community Healthcare System added 11 new photos  
from April 4 at 12:25pm to the album: 2016 Pack Away Hunger Event — at 📍 Hobart High School (Indiana).  
April 4 at 12:25pm · 📍






Presbyterian Healthcare Services  
March 28 at 4:00pm · 📍

Dr. Stephanie Gehres and her team at Presbyterian's Chronic Care Clinic coordinate the incredibly complex needs of their young patients by examining the whole picture-- medical, social and financial.

Read more in the Wall Street Journal:  
<http://www.wsj.com/...new-model-for-meeting-the-needs-of-the-...>



**New Model for Meeting the Needs of the Most Fragile Children**

Hospitals have a new model for treating children with medical complexity, who...

WSJ.COM | BY LAURA LANDRO

new and innovative health care programs across the country. In addition, the consumer-friendly website features videos and social media resources explaining changes that patients and communities may see at their hospital and more broadly in the health care they receive. These tools and resources are free and easily adaptable.



A key objective of this campaign is to improve perceptions of hospitals by showing a commitment to redefining the “H” and to reflect the shift to improving health versus treating just illness. Hospitals will continue the promise of providing care for patients in their time of need, but will do so in ways that focus less on traditional hospital building and more on partnerships that advance health of individuals and communities.

As a national organization, AHA can engage in social media outreach and consumer education efforts, but this practice is most successful when state and allied hospital associations as well as individual hospitals participate and help get the word out about the campaign.

## ADVANCING HEALTH IN AMERICA

- **Feature Your Story** – community stories of hospital outreach programs and activities are regularly spotlighted.
- **Easily Engage Your Employees & Patients** – “Tell Your Story” section allows patients, caregivers and hospitals to share personal experiences.
- **Join the Trend** – #MyHospital, launched during National Hospital Week provides a way for proud nurses, hospital executives, physicians and others to highlight what their individual hospital brought back to the community. Shout outs, videos and photos use the hashtag #MyHospital.

The Advancing Health in America campaign is part of a larger effort by America’s hospitals to better communicate with patients, caregivers and community members about hospital transformation, the importance of collaboration and proactive patient care. The campaign tools are an ideal way to start a conversation with local key audiences.







## Presbyterian Healthcare Services via Albuquerque Journal

March 10 · 4h

Albuquerque Ambulance Service community paramedics help those who need a little extra support by meeting with them in their homes. Read more in the front page [Albuquerque Journal](#) article, "Paramedicine program brings back house calls," featuring Deputy Chief Jeff Kinney and Community Paramedic Amy Kettleson. Thank you to all first responders who help our communities every day.



### Paramedicine program brings back house calls

Blue Cross Blue Shield offers service for Medicaid clients

[WWW.ABQJOURNAL.COM](http://WWW.ABQJOURNAL.COM) | BY STEVE SINOVIC | JOURNAL STAFF WRITER



## Slidell Memorial Hospital

December 11, 2015 · 4h

Like Page

As part of its mission as a community hospital, Slidell Memorial staffs a professional [Community Outreach Center](#) that provides a variety of programs to help improve the quality of life in our community. Click here for a quarterly list of all [Community Outreach Programs and Classes](#).

<http://ow.ly/NZRWz>



### Slidell Memorial Hospital | Community Outreach Center

We offer resources to educate and support parents in raising their children in emotionally healthy ways. From grooming your toddler's language and...

[SLIDELLMEMORIAL.ORG](http://SLIDELLMEMORIAL.ORG)

4

2 Comments

Like

Comment

Share



## Sentara Healthcare @sentarahhealth

Smoking is the leading cause of preventable illness & death in the US. Let us help you quit. [bit.ly/1NxQZzc](http://bit.ly/1NxQZzc) [pic.twitter.com/9EAVZ3INE](http://pic.twitter.com/9EAVZ3INE)

Apr 24



## Methodist Healthcare

April 12 at 3:30pm · 4h

The Methodist South Diabetes Wellness & Prevention Center will host a free six-week [#diabetes](#) education series beginning Thursday, April 14. Get help understanding your diabetes and how easy it can be to manage it. The class will provide useful information about self-monitoring, medications, exercise, nutrition and how to prevent complications. This class meets from 10 a.m. - noon each Thursday at Methodist South Hospital (1300 Wesley Dr.) Meeting Room A. To register, please call 800-528-2655 ext. 2643

### Free Community Education Sessions

Methodist South's Diabetes Wellness & Prevention Center is hosting the following **FREE** classes open to everyone in the community:

#### Diabetes Education

Presented by [Alicia Rose](#)

Get help understanding your diabetes and how easy it can be to manage it. You'll learn about self-monitoring, medications, exercise, nutrition and how to prevent complications. This class meets for one hour each week for a total of six weeks.

Thursdays, April 14 - May 19  
10 a.m. - 12 p.m.

Methodist South Hospital  
1300 Wesley Drive • Meeting Room A

To register, please call 800-528-2655 ext. 2643.

Methodist South Diabetes Wellness & Prevention Center



## Banner Health Colorado

February 29 · 4h

Like Page

New on the blog: Wellness means having good physical and mental health <http://bit.ly/1ThZm14>



### Wellness means having good physical and mental health

I had an editor once who pestered me for using the word feel incorrectly. She insisted that feel should be used to describe a physical action and not to imply an emotion or belief. For example, it ...

[HEALTHCONNECT.BANNERHEALTH.COM](http://HEALTHCONNECT.BANNERHEALTH.COM)





JohnsHopkinsMedicine @HopkinsMedicine · Apr 21

Ede Taylor, a longtime Northeast Baltimore activist, mobilizes volunteers to build a playground #TimeForBaltimore



#TimeForBaltimore | Ede Taylor

The #TimeForBaltimore video series showcases community volunteer efforts by Johns Hopkins Medicine employees. This second episode features Ede Taylor, ...  
[youtube.com](http://youtube.com)



Presbyterian Healthcare Services

April 8 at 1:51pm · 48

Presbyterian is proud to be the premier sponsor of New Mexico NAMI Walks 2016, which raises awareness about mental illness and provides education and support for the mentally ill and their families. Want to help? Join the 5K, dog-friendly walk on Saturday, May 7 at Balloon Fiesta Park. To register for the walk, follow this link <http://www.namiwalks.org/index.cfm...>



BannerHealth @BannerHealth · Mar 4

Thanks to our team members from Banner Payson for donating your time to clean up trash on Highway 87!



YouTube

Search



Cuts and Checks



Legacy Health



340

31 views



Add to



Share



More



# OPPORTUNITIES TO HIGHLIGHT YOUR HOSPITAL

Every day, AHA highlights how hospitals care for their communities. Policy-makers ask for hometown health policy examples, media ask for compelling personal stories and countless social media interactions revolve around #MyHospital. AHA would like to highlight you!

If you have a successful quality improvement program, a touching patient story or an example of how a health care regulation has impacted you, contact AHA. Below are more specific examples of how hospitals, employees and patients can be a part of the national effort to tell the hospital story.

**Ads (Digital & Print):** Much of AHA's social media content and print ads can be adapted for any hospital. Reach out to AHA communications if there is a print-ready ad or social media graphic/video you want to use.

**Social Outreach:** The AHA regularly produces branded MyHospital graphics for Facebook and Twitter. These graphics are free for all hospitals to use on their own social media platforms.

**Public Awareness:** By sharing stories that detail a positive experience with hospitals in their community, hospitals can be featured on the public-campaign site [AdvancingHealthinAmerica.com](http://AdvancingHealthinAmerica.com) and can inform AHA's team that focuses on sharing success stories and content for AHA communication channels.

**Traditional Media:** If your hospital has a spokesperson who is passionate about socioeconomic status, diabetes education, payment reform or other topics, let AHA know and share any relevant statistics. Reporters often want to talk to people in the trenches. Similarly, for national op-eds it is great to include some real-world examples.

**Made-For-You Content:** AHA has developed the following materials to help hospital communications teams tell the hospital story to key audiences. Resources include and illustrate what



can be achieved when hospitals combine traditional communication efforts with proactive social media outreach.

- Social media content: sample Facebook, Twitter and Instagram posts
- Sample articles for blogs, newsletters and more
- Sample media placement materials:
  - Sample op-ed "My Health, My Hospital" (topic: how hospital care is moving outside the hospital to keep community healthier)
  - Sample reporter outreach/educational invites
  - "H Day" invitations and materials to engage community leaders in your hospital's evolution to better serve the community

## CASE EXAMPLES

### INTEGRIS Health – Basic Educational Empowerment Program

Students attend GED classes four days a week and complete a resume, a five-year personal strategic plan and an online financial class. INTEGRIS Health also helps students pay for a college education by picking up the balance of tuition and books after students complete scholarship and financial aid forms.

### Indiana University Health – Garden on the Go

Garden on the Go® is Indiana University Health's year-round mobile produce van that serves neighborhoods in the greater Indianapolis area that have no regular access to healthy foods. According to one customer: "It's the best thing that ever happened to this community."

### Eastern Maine Healthcare Systems – Raising Readers

Eastern Maine Healthcare Systems is a partner in Raising Readers. Physicians and nurses give books to kids at birth and well-child visits and discuss with families the importance of reading. The result? Nearly all Maine children receive a personal library of 12 books before entering kindergarten.

For more examples like this, or to share your hospital's story, visit [AHIA.org](http://AHIA.org).

## APPENDIX 1: SAMPLE CONTENT



### FACEBOOK

Facebook offers a great medium to share brief overview messages along with a photo and a link. Should your hospital be featured in the newspaper, hold a successful community event or unveil a new technology or treatment, share this news with your online community. Facebook can also be an effective platform to spotlight the work of outstanding employees or promote upcoming events.

**SAMPLE:** HOSPITAL NAME is proud to announce our partnership with XX. Together we will be bringing a grocery store to the XX neighborhood. XX grocery store will offer fruits, vegetables and healthy foods at an economical price in what has been until now a food desert. Making healthy food available and by offering educational classes, HOSPITAL NAME hopes to make an impact on the high rate of obesity in this neighborhood. Come visit XX grocery store every Tuesday night where we will offer free cooking demonstrations and consultations with a nutritionist. (include photo and link to grocery store website)

**SAMPLE:** HOSPITAL NAME is holding a free, educational session on insurance options and enrollment. Join us on XX date to hear from experts about the choices available, differences between plan options, and most importantly, connect with a navigator who can help with enrollment.

**EXAMPLE:** Ashley Medical Center is using technology to serve its remote community. Tele-health technology brings emergency service consults, psychiatric care support and community education. Use of this technology will ease transportation costs as well as time away from work. (Include photo and link to more in-depth write up)

**EXAMPLE:** Operation Outreach, mobile health care clinic for the homeless, conducts roughly 3,000 patient visits each year. Baptist Memorial Health Care has partnered with Christ Community Health Services to provide free acute and primary care, information on disease prevention and a medical home to thousands of area residents without permanent housing. (include photo of the van, link to partner)



### TWITTER

Twitter is an effective medium for quick messages that tag or connect you to a common topic or conversation through the use of hashtags. Include a brief statement that links back to your website, a partner website, someplace your followers can get additional information.

**SAMPLE:** @HOSPITAL NAME partners to open grocery store to fight #obesity and offer #healthyfood options

**EXAMPLE:** @Ashley Medical Center uses #healthtechnology to provide essential care to #ruralhospital community

**EXAMPLE:** @Baptist Memorial Health Care mobile clinic #OperationOutreach offers free #primarycare for the homeless



### INSTAGRAM

The use of photographs can be very powerful. Particularly as you begin to engage more and more outside the traditional walls of the hospital, Instagram can be a great way to depict the community you are serving and to illustrate the impact your programs and initiatives are having.

**SAMPLE:** XXX Hospital (photo of fresh fruit/vegetable or photo of actual grocery store) #fooddesert #fightobesity

**EXAMPLE:** Ashley Medical Center (photo of computer/technology scene) #ruralhealthcare #healthtechnology

**EXAMPLE:** Baptist Memorial (Photo of mobile van) #OperationOutreach #healthcare4homeless

### SAMPLE ARTICLE

Each of the social media platforms mentioned above has constraints in terms of length or ability to share a full





depiction of the work you are doing. Use internal and external communication vehicles as well as your website to expand the spotlight on the work you are doing. Feature these community health activities in your communication vehicles, mention any partner organizations and link to these more substantive pieces via social media.

**SAMPLE:** PROGRAM NAME is making a real impact in XXX community. HOSPITAL NAME has partnered with XXX in an attempt to address XXX the local neighborhood. As HOSPITAL NAME conducted their community health needs assessment, it became clear that numerous health challenges stemmed from XXX and with a focus on population. Health could not be overlooked any longer. INCLUDE A QUOTE FROM SOMEONE INVOLVED WITH THE PROGRAM. HOSPITAL NAME has been looking at the social determinants of health that inhibit healthy behaviors and are focusing efforts in these areas. Visit [www.XXX.org](http://www.XXX.org) to learn more about PROGRAM NAME.

**EXAMPLE:** Ashley Medical Center has adopted the use of sophisticated Tele-Health technology to serve its remote community in several ways. The technology is being used for the E-Emergency service that provides instant consultations and virtual pharmacy services among the Tele-Health network. An added benefit is the linkage to CHI-St. Alexius and Archway who provide specialized psychiatric care. Additionally, the technology also has been used for free community education, health and wellness classes and a paramedic-training program. INCLUDE QUOTE FROM SOMEONE INVOLVED WITH THE PROGRAM. Use of this technology allows Ashley to supplement the traditional inpatient care provided and to expand essential care to the members of the community; saving patients thousands of dollars in transportation costs and easing time lost from work for both the employee and employer.

**EXAMPLE:** Baptist Operation Outreach is a mobile health care clinic for the homeless and is the result of a partnership between Baptist Memorial



Health Care and Christ Community Health Services. For many of the thousands of people without homes in Memphis, Baptist Operation Outreach is the only option for health care. The van provides free acute and primary health care, information on disease prevention and a medical home to thousands of area residents without permanent housing. Patients have direct and immediate access to medical examinations, health information, illness prevention and medications as well as vision, dental and referral services. A certified nurse practitioner delivers screenings, health and developmental assessments for children, immunizations and other preventive care. Diagnosis of medical problems, treatment and management of specific disease problems and care for minor injuries is also provided. INCLUDE QUOTE FROM SOMEONE INVOLVED IN THE PROGRAM. The mobile clinic provides about 3,000 patient visits a year making Baptist Operation Outreach one of Memphis' largest health care providers for the homeless.

## SAMPLE OPED

H is for Health

The blue and white H sign can be seen on every highway in every town. While



it signals help, hope and healing, [INSERT HOSPITAL NAME] wants you to think of health too.

Every day there is a news story about how health care is changing, and it is. Rightly, there's an emphasis on quality, affordability and patient satisfaction. Cutting-edge technology allows for safer outcomes. New medications and cures save lives. But perhaps bigger than any one of those is a fundamental shift in how hospitals care for the communities they serve: a shift to fostering health, not simply treating illness or injury.

To achieve this, we must address your health before a trip to the hospital. That's why you see us diagnosing stroke risk at a health fair, teaching nutrition to diabetes patients, training future nurses and doctors and helping to eliminate any barriers that may keep you from getting the care you need. Should you make a visit to the hospital, you should have our help as you transition home so you can fully recover and avoid a trip back to the hospital. To put it simply, there's a lot of work to do outside the hospital walls and increasingly, that's where you can find us.

Our country is facing an alarming epidemic. Two out of every three older Americans have multiple chronic conditions including hypertension, high cholesterol, heart disease, arthritis, and diabetes. Here in [INSERT COUNTY] county, that number is X in 10 [insert relevant data pulling from CMS prevalence State/County level 2014].

As a nation, there is also great disparity in health. Good health should not be dependent on where you live, the job you have or the color of your skin. [INSERT HOSPITAL NAME] is working to better understand the challenges faced by everyone we serve and, in doing so, working diligently to eliminate disparities in care.

At [INSERT HOSPITAL NAME], our mission is to [INSERT MISSION STATEMENT]. This drives everything we do and it's why we are working to build a healthy [INSERT COMMUNITY NAME]. There are a few ways we do this. [INCLUDE EXAMPLES OF COMMUNITY BENEFIT PROGRAMS]. But we can't do it alone. SAMPLE TEXT: This is why we support and partner with organizations such as Active Minds which helps high schoolers with mental health issues find help. It's why we fund iRide, a free ride-share service for individuals who cannot drive to needed medical appointments. Perhaps most fundamentally, it's why we believe that our entire community should be part of identifying and prioritizing the health needs we all share. Achieving true community health will take our collective skills and resources. Hospitals are ready to be active partners in your health.

Let me be clear, we will always be here when you need us, 24/7. Last year, [INSERT NUMBER OF SURGERIES PERFORMED] of you had surgery in our operating rooms; [INSERT NUMBER OF OUTPATIENT VISITS] of you had an outpatient visit, and [INSERT NUMBER OF DELIVERIES] newborns took their first breath inside [INSERT HOSPITAL NAME]. We are proud to be a source of economic stability for [INSERT TOWN/CITY], employing [INSERT NUMBER OF EMPLOYEES]. These things won't change.

But we will redefine what the "H" sign means for [INSERT COMMUNITY NAME]. Yes, it represents help and hope, but next time you see the sign, know that our hearts believe it should also symbolize your health and the health of your neighbors and our community.





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