Board Quality Report Template

Name: Valerie Lakey

Department: Marketing/Public Relations

Current report date to Board Quality:

May 13, 2020

Last report date to Board Quality:

10/09/19

Last Quality project reported:

Communication with staff and positive messaging. Keeping message consistent and having all departments work through marketing.

Update on last Quality project reported:

We have not done a lot in the last few months. (Except messaging on COVID-19) From November - February we were working with specific departments (PT, Retail Pharmacy, Respiratory and Hospice) to develop marketing materials. Much of that has been put on hold, as most of my time has been spent on various elements of COVID.

What successes have you seen based on the outcome of previous Quality projects?

Establishing communication channels has helped with our current incident. By developing a consistent pattern of communicating with the staff and community, people know where to look for information. We have published a Chief Memo and Employee COVID Memo every day over the last couple of months. Providing information to the staff is important in making sure we have a consistent message coming from the hospital. We are trying to keep information up to date. We have employee COVID messaging on the INTRANET and have community messaging on our website. As for community relations, we have been using direct messaging for the SNF families which has been helpful. We are also maintaining a presence on social media.

What issues have come up in your department relating to Quality?

Just time!

PLAN: What plan was implemented to address those issues?

We will be working on a transition back into a more normal work flow and getting things gradually on track.

DO: How did the implementation of that plan go? In progress
STUDY: What kind of results did the implementation of the plan yield? In progress
ACT: What changes were made based on the results of the plan implementation? In progress
Is this a LEAN project? Yes ☐ **No** ☒ **If YES, please attach the A3.**

Upcoming Quality Items:	**Quality Related Goals for the Department:**
Finish current marketing for departments Finish Communication Plan	Easy access to ALL information and promoting a positive image about our new and current services. Media campaign for new facility

What Strategic Plan Objective does your project BEST align with? Choose only one.

☒ **Outstanding Facilities:** By 2025, we will open two rural health clinics, update the skilled nursing facility living space at the Fall River campus and have a resolution for aging facilities.

☒ **Outstanding Staff:** By 2025, we will be seen as an employer of choice in the area by providing and maintaining staff growth opportunities, flexible and safe working arrangements, and reducing the use of registry staff.

☒ **Outstanding Patient Services:** By 2025, we will be a four-star long term care facility and meet all Hospital Consumer Assessment of Healthcare Providers (HCAHP) requirements. By 2025, we will be operating two rural health clinics.

☐ **Outstanding Finances:** By 2025, we will have in place and utilize financial tools to actively develop and forecast long term expenditures.

Data/Graphics supporting project outcomes: