National Education & Training Conference

July 14–18, 2018 • San Antonio Riverwalk
Mended Hearts gratefully acknowledges the support of our conference sponsors:
JUDY HIMES

Coordinator for Volunteer Services at Phoebe Putney Memorial Hospital

Certified Administrator of Volunteer Services, a national certification

Member of Mended Hearts, Southwest Georgia #165

Serves as the chapter’s Visiting Chair
AL VOSS

Assistant Regional Director, Southern Region

Certified Patient Advocate

President, Southwest Georgia Chapter #165

Albany, Georgia
BEFORE WE START:

REQUESTS
REQUESTS

Turn Cell Phones to Vibrate or Off

Hold Questions to the End
TODAY’S WORKSHOP:
TODAY’S WORKSHOP:

IMPORTANCE OF THE RELATIONSHIP BETWEEN THE HOSPITAL AND THE CHAPTER
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IMPORTANCE OF THE RELATIONSHIP BETWEEN THE HOSPITAL AND THE CHAPTER

CHAPTER REJUVENATION
HISTORY

Hospital – 107 years old, established in 1911

Chapter – 34 years old, established in 1984
ISSUES WITH OUR CHAPTER
ISSUES WITH OUR CHAPTER

Chapter Issues
ISSUES WITH OUR CHAPTER

Chapter Issues
Financial Issues
ISSUES WITH OUR CHAPTER

Chapter Issues
Financial Issues
Visiting Issues
ISSUES WITH OUR CHAPTER

Chapter Issues
Financial Issues
Visiting Issues
Hospital Issues
Chapter Issues
Chapter Issues

- Did Not Submit Annual Reports
Chapter Issues

- Did Not Submit Annual Reports
- Little Relationship with MHI National Office
Chapter Issues

- Did Not Submit Annual Reports
- Little Relationship with MHI National Office
- Did Not Consider Being Part of Mended Hearts National
Chapter Issues

- Did Not Submit Annual Reports
- Little Relationship with MHI National Office
- Did Not Consider Being Part of Mended Hearts National
- Did Not Know or Use MHI Web Site
Chapter Issues

- Did Not Submit Annual Reports
- Little Relationship with MHI National Office
- Did Not Consider Being Part of Mended Hearts National
- Did Not Know or Use MHI Web Site
- No One Used the Officer & Member Portal
Chapter Issues (continued)

- Falling Membership
Chapter Issues (continued)

- Falling Membership
- One New Member in Past Year
Chapter Issues (continued)

- Falling Membership
- One New Member in Past Year
- Divided Into Two Factions
Chapter Issues (continued)

- Falling Membership
- One New Member in Past Year
- Divided Into Two Factions
- Low Average Attendance at Meetings
Chapter Issues (continued)

- Falling Membership
- One New Member in Past Year
- Divided Into Two Factions
- Low Average Attendance at Meetings
- No Meeting Agenda at Meetings
- Falling Membership
- One New Member in Past Year
- Divided Into Two Factions
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- No Meeting Agenda at Meetings
- Meetings Drawn Out
Chapter Issues (continued)

- Falling Membership
- One New Member in Past Year
- Divided Into Two Factions
- Low Average Attendance at Meetings
- No Meeting Agenda at Meetings
- Meetings Drawn Out
- President Assumed Position
Chapter Issues (continued)

- Did Not Have Accurate Chapter Roster
Chapter Issues (continued)

- Did Not Have Accurate Chapter Roster
- Did Not Have Accurate Member Phone And Address List
- Did Not Have Accurate Chapter Roster
- Did Not Have Accurate Member Phone And Address List
- No MHI literature except HeartGuides
Chapter Issues (continued)

- Did Not Have Accurate Chapter Roster
- Did Not Have Accurate Member Phone And Address List
- No MHI literature except HeartGuides
- Refused to Use Computers
Chapter Issues (continued)

- Did Not Have Accurate Chapter Roster
- Did Not Have Accurate Member Phone And Address List
- No MHI literature except HeartGuides
- Refused to Use Computers
- No Participation in Outside Events
Chapter Issues (continued)

- Did Not Have Accurate Chapter Roster
- Did Not Have Accurate Member Phone And Address List
- No MHI literature except HeartGuides
- Refused to Use Computers
- No Participation in Outside Events
- Outdated By-Laws
Financial Issues
Financial Issues

- Missing Bank Statements
Financial Issues

- Missing Bank Statements
- Little Paperwork to Justify Payments
Financial Issues

- Missing Bank Statements
- Little Paperwork to Justify Payments
- Checking Account Was Not Balanced
Financial Issues

- Missing Bank Statements
- Little Paperwork to Justify Payments
- Checking Account Was Not Balanced
- Husband & Wife Were Bank Signatories
Visiting Issues
Visiting Issues

- Did Not Keep Accurate List of Patients Visited
Visiting Issues

- Did Not Keep Accurate List of Patients Visited
- Visited Average of 2 Patients Each Visiting Day; Nurses Uncooperative
Visiting Issues

- Did Not Keep Accurate List of Patients Visited
- Visited Average of 2 Patients Each Visiting Day; Nurses Uncooperative
- Did Not follow MHI Visiting Policies
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- Did Not Keep Accurate List of Patients Visited
- Visited Average of 2 Patients Each Visiting Day; Nurses Uncooperative
- Did Not follow MHI Visiting Policies
- No Accredited Visitors
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- Visited Average of 2 Patients Each Visiting Day; Nurses Uncooperative
- Did Not follow MHI Visiting Policies
- No Accredited Visitors
- Held No Accreditation Classes
Visiting Issues

- Did Not Keep Accurate List of Patients Visited
- Visited Average of 2 Patients Each Visiting Day; Nurses Uncooperative
- Did Not follow MHI Visiting Policies
- No Accredited Visitors
- Held No Accreditation Classes
- Visitors Not Trained
Hospital Issues
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- Hospital Did Not Trust Chapter
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- Patient & Staff Formal Complaints Against Chapter Visitors
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- Dissension Between Chapter Officers and Hospital Administrators
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- Hospital Close to Terminating Chapter’s Access
34 Overall Issues

Hospital Did Not Trust Chapter
Patient & Staff Formal Complaints Against Chapter Visitors
Dissension Between Chapter Officers and Hospital
No Hospital Financial Support
Hospital Close to Terminating Chapter’s Access
Missing Bank Statements
Little Paperwork to Justify Payments
Checking Account Was Not Balanced
Husband & Wife Were Bank Signatories
Did Not Keep Accurate List of Patients Visited
Visited Average of 2 Patients Each Visiting Day
Nurses Uncooperative
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One New Member in Past Year
Divided Into Two Factions
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Meetings Drawn Out
President Assumed Position
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Importance of Relationship Between Hospital and Chapter
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A hospital visit often marks the beginning of a heart patient’s journey.

The hospital is one place Mended Hearts volunteers make a significant difference in a person’s life as a heart patient.
Importance of Relationship Between Hospital and Chapter

PATIENTS and their FAMILIES are a hospital’s CUSTOMERS.

Patients entrust their very lives to the hospital staff and its representatives.

EVERY interaction that takes place in the hospital is a reflection of the care and expertise the patient expects to receive.

Therefore, the hospital MUST expect professional excellence from all of its staff and partners.
Hospital Plan

BUSINESS RELATIONSHIP
“HEALTH CHECK UP”

EVALUATION
COMMUNICATION
TRAINING
Evaluation

- Existing Procedures
  - Are they clearly written?
  - How well are we following them?
  - What opportunities are there for improvement?
Evaluation

- Existing Procedures
  - Are they clearly written?
  - How well are we following them?
  - What opportunities are there for improvement?

- Mended Hearts Instructions for Volunteers
  - Research-based
  - Patient-focused
  - Expected professional behavior
Evaluation

- Hospital Policy ↔ Mended Hearts Practices
  - Positive Professional Relationship
  - Excellent Patient Experience
Communication
Bring Key People Together

- Held collaborative meetings to air concerns and issues
  - Mended Hearts leaders with department leaders
  - Volunteer Coordinator with hospital compliance department
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Bring Key People Together

- Held collaborative meetings to air concerns and issues
  - Mended Hearts leaders with department leaders
  - Volunteer Coordinator with hospital compliance department

- Agreed on
  - The benefits of Mended Hearts support
  - An excellent hospital experience = patient-focused experience
  - Mended Hearts compliance with hospital policy
Communication
Bring Key People Together

- Developed written hospital policy and procedures
  ✓ patient safety
  ✓ patient privacy
  ✓ patient personal comfort
Communication
Bring Key People Together

- Developed written hospital policy and procedures
  - ✓ patient safety
  - ✓ patient privacy
  - ✓ patient personal comfort

- Gained approval of all policies and procedures by appropriate hospital leaders
Training
No Policy Will Work Without It!

- Implemented required Mended Hearts Visitor Training
Training
No Policy Will Work Without It!

- Implemented required Mended Hearts Visitor Training
- Trained volunteers in new hospital procedures
Training
No Policy Will Work Without It!

- Implemented required Mended Hearts Visitor Training
- Trained volunteers in new hospital procedures
- Emphasized the importance of professional standards
RESULTS

Elimination of Chapter’s Issues
Every issue solved

Increase in Hospital Trust
Daily patient list dramatically increased

Increase in Hospital Funding & Support
Chapter received tremendous support
RESULTS (cont)

Increase in Patients Visited
Increase in In-Room Visits
Increase in Mailings
Increase in Internet Visits
Increase in Telephone Visits
Increase in Total Visits
Increase in Membership
RESULTS (continued)

Increase in Accredited Visitors
Increase in Members Participating in Outside Events
Increase in Local Organizations
Recognizing Chapter
Increase in Members Attending Other Mended Hearts Meetings
Growth in Patients Visited

Individual patients visited increased from 291 to 2837
Growth in In-Room Visits

In-room visits increased from 618 to 6030
Growth in Mailings

Total mailings increased from 0 to 3199
Growth in Internet Visits

Total Internet visits increased from 0 to 102
Growth in Telephone Visits

Total telephone visits increased from 0 to 297
Growth in Total Visits

Total visits increased from 618 to 10,021
Growth in Membership

Members increased from 62 to 83
Growth in Accredited Visitors

Accredited visitors increased from 0 to 13
Increase in Outside Activities

Members participation
Increased from 0 to 177
23 Ideas On How To Gain Membership

Bill Voerster

- Place HeartBeat magazines in doctors’ offices and Cardiac Rehab centers. Place contact info on the back of the magazines.

- Have members carry the Tri-Fold Brochure for distribution whenever they encounter someone interested in heart disease.
Bill Voerster (cont)
- Place tri-folds throughout the hospital waiting rooms.

Mike Weber
- Display at health fairs
- Ask your local newspaper to list your chapter meeting information in their paper.
Suzan Trinque

- Place trifolds at senior centers, gyms, cardiac rehab, libraries, urgent cares, work places, and cardiologists’ offices.

- Make pins that say Ask Me About Mended Hearts.

- Print a business card with chapter information.
Southwest Georgia Chapter
- Make your chapter meetings about support
- Schedule good cardiac-related speakers
- Publish meeting notices
- Mail get-well cards, handwritten-notes. Include invitations to meetings
- Make follow-up phone calls to patients
- Use electronic media (Facebook, Twitter, e-mail)
Southwest Georgia Chapter (cont)
- Ask your hospital to help market your chapter
- Ask your hospital to advertise the chapter on their web site
- Ask your local TV stations to broadcast interviews with chapter officers
- Host a regional meeting geared to patient support
Get your hospital involved in this meeting.
Southwest Georgia Chapter (cont)
- Ask your local tourism office to advertise your chapter
- Ask local churches to advertise your chapter in their bulletins and newsletters
- Ask AARP to list your meetings on their local calendar
- Ask hospital staff to get involved in your chapter
- Ask your politicians to meet with you.
Politicians Advertise Their Meetings
IN SUMMARY
THERE ARE 4 MAIN KEYS TO SUCCESS
4 MAIN KEYS TO SUCCESS

HOSPITAL RELATIONSHIP
4 MAIN KEYS TO SUCCESS

HOSPITAL RELATIONSHIP

PERSONAL CONTACT
4 MAIN KEYS TO SUCCESS

HOSPITAL RELATIONSHIP

PERSONAL CONTACT

COMMUNITY CONTACT
4 MAIN KEYS TO SUCCESS

HOSPITAL RELATIONSHIP

PERSONAL CONTACT

COMMUNITY CONTACT

FOLLOW-UP
REMARKS FROM NORM LINSKY
EXECUTIVE DIRECTOR
MENDED HEARTS
QUESTIONS?
National Education & Training Conference