Coordinated Outreach through Ambassadorship

CHAPCA ANNUAL CONFERENCE
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Ambassadorship is where it’s at

The days of “coffee and muffins marketing” are gone. Any Hospice, regardless of the organization’s size, location, age, or for profit/non profit status, can customize and implement Hospice of the Foothills’ Ambassador Program model to achieve its critical business and community outreach objectives.
Hospice of the Foothills
Our Story

- Grassroots – 1970’s
- Medicare certified mid 1990’s
- Vision home for hospice - 2000
- New focus of outreach productivity and competition - 2011

You will learn...

- The value of an Ambassador Program in community outreach
- How to build branded, integrated communication tools that support audience-targeted messages
- What communication strategies best lend themselves to the Program
- Who among staff and volunteers would make good Ambassadors
- How role playing prepares Ambassadors to meet the public
- How collateral is an integrated part of Ambassador Program Toolkits
- How to evaluate the effectiveness of your Ambassador Program
Comprehensive Marketing Strategy

<table>
<thead>
<tr>
<th>Branding</th>
<th>Communications</th>
<th>Outreach</th>
</tr>
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<tbody>
<tr>
<td>Coordinated, consistent image for HOF, FOH, G&amp;T, Fund Development using printed collateral, style guide, and branded tokens.</td>
<td>Consistent, emotionally engaging messaging using printed collateral, website, social media including E-news and Facebook, paid advertising, professional photos, videos, and press releases to select target audiences.</td>
<td>Personalized delivery of HOF education and information to meet identified needs of target audiences via Ambassador Program, Speakers Bureau, outreach management tool, PR effort including radio and editorial, events, bereavement support, and spiritual care services.</td>
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Ambassador Program Summary

- Informs the community about end of life care
- Trained ambassadors will fill a variety of outreach needs & provide educational opportunities to Hospice of the Foothills (HOF) target audiences
- Trained ambassadors will use a collection of integrated tools
- Assist HOF in achieving business critical and outreach goals:
  - service expansion, access, and increased ADC
  - increased awareness of HOF, altering the image of hospice simply meaning support when death is near

Compassionate Care for patients, families, and the community
Why an Ambassador Program?

- Spread goodwill and build awareness
- Deliver consistent education about the benefits of HOF programs and services
- Leverage existing HOF resources while offering an opportunity for new and expanded roles for spokespersons and volunteers

Who are we talking to?

- Physicians and their staff
- Residential Care Facility for the Elderly (RCFE), Skilled Nursing Facilities (SNF)
- Local community and regional hospitals
- Faith and spiritual care communities
- Patients and caregivers
- Caregiver support groups
- County and public health providers
- Medical clinics
- Private in-home care businesses
- Community at large
How do we know what to say?

- Focus Groups
  Veterans, Physicians, and Caregivers
- Market Research
  SWOT
- Marketing & Outreach Committee
  Volunteers & Staff

What are we saying about HOF?

Four communication themes emerged from HOF market research. HOF Ambassadors use them to deliver consistent, meaningful content to the target audience based on their needs.

- “Did you know?”
- “What if?”
- “We’ve got you covered”
- “You are not alone”
Developing Communication Tools

Now that you know what you want to communicate, create a plan for outreach collateral that includes print, web, social media, video, radio and tv. Decide for each item:

- Purpose
- Target Audience
- Outreach objective(s) met
- Budget/ROI
- Production timeline

Website Home Page

Contact Us: 589.272.5750

Hospice of the Foolhills

Compassionate Care for patients, families, and the community
Developing Support for your Ambassador Program

- Outreach management tool
- Printed Collateral Plan
- Managing the business process (who)

Who are hospice ambassadors?

Knowledgeable, motivated, enthusiastic individuals who believe in and actively engage in the mission of your hospice

- Employees who are already engaged in the mission by nature of their work
- Board of Directors, volunteers and auxiliary by nature of their service to HOF
- Ambassadors are not in contract with your organization. Rather, they choose to support the hospice mission
Ambassador Responsibilities

- Deliver an accurate representation of the mission, programs, services of your hospice in social settings
- Education dissemination
- Distribute approved outreach collateral
- Event support
- Always wear the Ambassador ribbon when in the Ambassador role

Ambassador Benefits

- Enhance leadership and social skills
- Contribute to spreading the word about an important community service
- Support one of the largest community non profits
- Make valuable professional connections
- Meet new people and have fun!
**HOF Ambassador Program Levels**

<table>
<thead>
<tr>
<th>Entry level</th>
<th>Ambassadorship</th>
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<tbody>
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<td><strong>What is expected?</strong></td>
<td>Exhibit a passion for the work of HOF and behaviors that further outreach efforts</td>
</tr>
</tbody>
</table>
| **What are my tools?** | ➢ Ambassador ribbon  
➢ Laminated Hospice conversation starter wallet card |
| **Who am I? (examples)** | ➢ Hospice aides  
➢ Receptionist  
➢ General supporters |

**HOF Ambassador Program Levels**

<table>
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<th>Mid level</th>
<th>Ambassador Program</th>
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<tr>
<td><strong>What is expected?</strong></td>
<td>Conduct informal visits with target audience members</td>
</tr>
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</table>
| **What are my tools?** | ➢ Ambassador ribbon  
➢ Laminated Hospice conversation starter wallet card  
➢ HOF brochures, fliers, fact sheets  
➢ Branded tokens of appreciation |
| **Who am I? (examples)** | ➢ Identified employees & volunteers  
➢ Board of Directors  
➢ Friends of Hospice (auxiliary) |
## HOF Ambassador Program Levels

<table>
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<tr>
<th>Top level</th>
<th>Ambassador Plus Program</th>
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<td>What is expected?</td>
<td>Conduct regular, scheduled visits with target audiences often in a public group setting</td>
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</table>
| What are my tools? | - Advanced care ribbon  
                    |   - Presentation materials  
                    |   - Branded tokens of appreciation  
                    |   - Speakers Bureau toolkits          |
| Who am I? (examples) | - HOF Leadership team  
                         |   - Speakers Bureau members          |

## HOF Ambassador Training

Training content depends on the level of participation. Components of the training include:

- Why they want to be an ambassador?
- Program overview
- Value of program
- Target audience overview
- Communication themes
- Participation opportunities (program levels)
- Outreach tools
- Role playing, Toastmasters
- Responsibilities and Benefits
HOF Ambassador Tools

Ambassadors get access to a variety of tools to use in their outreach efforts once they have completed their training:

- HOF brochures, rack cards, fact sheets
- Wallet sized conversation starter laminated card
- Ambassador ribbon
- HOF promotional video library
- HOF branded materials such as pens, bookmarks, post-it notepads, etc.
- Event specific promotional materials

Speakers Bureau Toolkits

Hospice of the Foothills has developed commonly used toolkits and supplements based on the speaking engagement.

- Three main toolkits
  - Community At Large
  - Clinical
  - Advanced Care Planning
- Supplements
  - Veterans
  - Grief Support
  - Friends of Hospice (auxiliary)
  - Volunteers
Clinical Toolkit Contents

For speakers
- 1 Branded PowerPoint presentation on memory stick and hard copy of presentation
- 1 Laptop with audio speaker
- 1 video screen
- 1 HOF promotional dvd that includes three 60 second PSA’s
- 1 copy of handling objections cheat sheet
- 1 CCH movie on memory stick

For attendees
- 20 HOF brochures
- 20 CCH rackcards
- 10 copies of HOF Service Directory
- 10 Laminated Qwik Cards
- 10 copies of non cancer patient criteria
- 5 copies of Quarterly Quality of Life Matters mailer
- 1 HOF email sign up sheet

Program Evaluation Criteria

- Increase understanding of HOF
- Increased comfort level with recommending HOF to a patient, friend or loved one
- Referral rates increase by 10% in 11/12. Next 2 years, hold gain & experience early referrals measured by increase in length of stay.
- HOF serves 55% of the eligible hospice population* defined by western Nevada County service area in 11/12 with an increase to 75% annually.
- Increase ADC by 2 in 11/12 & by 1 in 12/13.

  * Benchmark 66% of those who die are hospice eligible.
Our Results

- Increase understanding of HOF. We’ve **doubled our footprint** in Placer County (our expanded service area) & **increased contacts** in our neighboring region.
- Increased comfort level with recommending HOF to a patient, friend or loved one as indicated by the FEHC.
- **Referral rates increased by almost 10%** in 11/12.
- **HOF served 68% of the eligible hospice population** defined by western Nevada County service area in 11/12.
- **Increased ADC by 14 or 22%** in 11/12.

Evaluating your Ambassador Program

- Set Key Performance Indicators prior to program Launch
- Measure your existing stats so you have a benchmark for evaluating program effectiveness
- Analyze specific costs, i.e. print and online collateral development
- Host annual Ambassador socials as part of your volunteer stewardship program
- Survey your Ambassadors to make continuous improvements in the program. Try online surveys or focus groups.
Questions?

Thank you for your commitment to Hospice Outreach