Panel

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Vice President, Nursing & Clinical Services
California Hospital Association

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Director, ED/Trauma Services
NorthBay Healthcare System

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Director of Security / Emergency Manager
NorthBay Healthcare System
Objectives

• Explain how the traditional bedside care team will be reconfigured to meet the imminent needs of the US population and health care reform.

• Understand the redesigned primary care model and how volunteers play a role.

• Learn about the California Institute for Nursing and Health Care’s Nurse Role Exploration Project and predicted new roles.

• Explain the results and implications of the CHA Acute Care Volunteer Survey.

• Hear about emergency services volunteer roles and how volunteers are helping improve hospital throughput goals.

• Understand safety and security measures specific to volunteer duties.
The Journey is Treacherous

Significant change will depend on aligned incentives
Current Health System

- Wellness
- Primary Care
- Home Care
- Long Term Care
- Acute Care
Transformed Health System

- Acute Care
- Long Term Care
- Home Care
- Management of Chronic Illness
- Wellness and Primary Care
THE SETTING:

• Community-based entities will supplant acute care as the center of the care delivery system.

• Community based settings will change from a throughput model visit to an engagement, education and patient as health partner co-created compliance model.

• This shift will force significant changes in roles and responsibilities and add alternatives to the traditional physician-led team.
THE ROLES:

• The person and family are members of the team.

• Providers work at the broadest scope of their practice. More non-licensed providers will be trained to function in multiple environment.

• Hernandez work force modernization, community paramedicine, navigators, care coordinators, care coaches, fitness trainers, population health managers, CINHC’s nurse role exploration project.
Nursing Role Exploration Project:  
*The Affordable Care Act and New Nursing Roles*

- Care Coordinator
- Faculty Team Leader
- Informatics Specialist
- Nurse Family Cooperative Facilitator
- Primary Care Partners
Technology

• Technology will replace present roles and settings
• “Imagining Care Anywhere – Really! Anywhere”

The Imagining Care Anywhere Vision
How can volunteers support this important work?

• Assess your current staff and functions and future trends.
• Assess your relationship with the community and community leaders for networking opportunities.
• Discuss with your organizational leaders the current model of care and how patients and technology are used and plan to be used.
CHA’s Volunteer Survey Results
MAP OF RESPONDENTS

The survey generated 34 respondents from across the state.
Respondents by California County

Respondents were categorized into counties for a more detailed look at the county level.

The largest numbers were from Los Angeles and Riverside counties in Southern California, at 11.76% each. The second largest cohorts were Fresno, Kern, San Diego, San Joaquin and Santa Clara counties at 5.88%.

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<th>County</th>
<th>Count</th>
<th>Percent</th>
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<tbody>
<tr>
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<td>Calaveras</td>
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<tr>
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<tr>
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<tr>
<td>Stanislaus</td>
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</tr>
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</table>
### Respondents by California Region

Respondents were categorized into Regions for a broader look at the state level.

<table>
<thead>
<tr>
<th>REGION</th>
<th># of Hospitals</th>
<th>Percent</th>
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<tbody>
<tr>
<td>HASC, Hospital Association of Southern California</td>
<td>11</td>
<td>32.4%</td>
</tr>
<tr>
<td>HASDIC, Hospital Association of San Diego &amp; Imperial Counties</td>
<td>2</td>
<td>5.9%</td>
</tr>
<tr>
<td>HCNCC, Hospital Council of Northern &amp; Central California</td>
<td>21</td>
<td>61.8%</td>
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Volunteer Programs

Of the 34 hospitals surveyed, 31 had a hospital volunteer program in place. Only 3 did not.

Behavioral health confidentiality was a priority concern for one hospital. Also listed was HR requirements and the need for oversight. One hospital’s for-profit status precluded the need for volunteers.

Does your hospital have a volunteer program?

- Yes: 91%
- No: 9%
30 hospitals use volunteers in the inpatient setting. Only 4 of the 34 hospitals surveyed utilized no volunteers.

Responses from the 4 hospitals indicate there was either no direct patient assistance required, or there was lack of interest among the current volunteer staff. Also noted was a lack of resources for starting up a volunteer program.

For-profit status precluded 2 of the 4 responding hospitals from utilizing volunteers.
INPATIENT VOLUNTEER UTILIZATION

Of the 30 responding hospitals, 83% of volunteer utilization is for reception and waiting areas, 70% for deliveries, 63% for clerical, 58% for visitation, and 57% for concierge services and visitation.

Approximately 1/3 of volunteer time is devoted to patient calls/discharges, stocking supplies, decorations, and spiritual support.

The least amount of volunteer resources are directed toward education, palliative care or meal delivery.
INPATIENT SETTINGS

52% of hospitals agree that volunteers can be more helpful in the inpatient setting. These areas include pet and art therapy, patient discharge assistance, answering call lights, comfort care (reading, talking, warm blankets), concierge services, patient transport.

One hospital includes volunteers in both their Heart Path Mentor Program and Breast Center Navigator Program. Many of the volunteers have themselves experienced similar chronic disease, and are able to provide support and encouragement to the newly diagnosed patient.
The greatest opportunities for volunteers to actively support patient services lie in the areas of providing comfort (reading, pillows, blankets), visitation (sitting and talking), and concierge services (information resources, clinical liaison, waiting room areas, and running errands).

Assisting with personal care, therapies and emotional/spiritual support also play an significant role, followed by the need for patient discharge assistance, financial counseling and stocking supplies.
Several hospitals responded that it would be helpful to have a volunteer orientation/training program template, which would include requirements for regulatory agencies, retention/motivation strategies and recruitment strategies.

**Do you believe your volunteer services director/manager would benefit from additional educational tools to assist in enhancing your hospital's volunteer program?**

- **Yes**: 79%
- **No**: 21%
Resources

AHA Workforce Website:  www.healthcareworkforce.org

California Institute for Nursing and Health Care, www.CINHC.org; “Nurse Role Exploration Project: The Affordable Care Act and New Nursing Roles”

CHA Volunteer Survey: For more information contact Ingrid Hamel at ihamel@calhospital.org
Volunteers

Daman Mott, Director Emergency Services
Rich Cinfio, Security Director
Benefits

* Contribute to community
* A sense of purpose and belonging
* Extended family
* Invaluable service & resource
* Frees up staff
* Relief to supervisor
* Provide comfort
Recruitment

* Periodicals
* Word of mouth
* Make it interesting
* Local companies - work reduction, retirements
* Public service entities - fire, police, explorers
* Public display signs
* Media
* The right person / right temperament
* Prepping regular staff for acceptance
* Invite to regular organizational events
* Include in meetings if appropriate
* Give meaningful tasks
* Cross mentoring
* Provides commonalities and shared interests
* Get to know their past experiences
* Training?
* Reward station
* Annual volunteer of the year luncheon
* Plaques
* Acceptance
* City Council / Business Administration
* Volunteer corner in organizational literature
* Human Interest Story
* Organizational training
* Visual monitoring
* What to do when - how to be a good witness
* Crime prevention - recognizing theft
* Task specific training
* Conflict resolution
* Personal safety
Possible Duties

* Security - Eyes and Ears - Early Warning
* Radar
* Parking - handicapped spaces
* Patrol cars
* Post with binoculars
* Rotate responsibilities
* Training - provide based on past expertise
* Customer service
* Security Ambassador
* Lost and found
* Searching for lost people
* Providing directions
* Deterrent to criminal activity
* Train to scan for something out of place
* Traffic control
* Emergency Management - incident command
* Quality control - issue report form
* Thrift shop - crime prevention
* Assistant skills
* Code response
* A reserve mobilized contingency
* Deliver food and water to patients
Don’t be Deterred!

✓ “Liability”
✓ “Supplanting”
✓ “Labor Groups”
✓ “Special Interests”
✓ SELL THE BENEFITS!

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.”

Albert Einstein
* Community
* Organizational
* Friendships
* A sense of belonging
* A sense of pride
* “Rich let them know the pride and sense of belonging and purpose I feel.”
Monday, 22 July 2013: They bring refreshment, a smile and a whole lot of comfort to thousands of patients in Britain’s hospitals every day but the contribution of Britain’s 1,000 Royal Voluntary Service trolley volunteers, who provide vital support to those staying in hospital, often slips under the radar.
Our Friend Lou

* Retired
* Korean War Vet
* Respect
* Contributor
* Fabric of Organization
* Leaves a legacy
Final Thought

Hiring Volunteers is a not just a Win-Win Solution to supplement staffing. . . it is a dynamic and progressive partnership benefiting the employer, the volunteer and the environments we serve.
“Volunteers and the Acute Care Experience”

Daman Mott, MSN, RN
Director ED/Trauma Services

Compassionate care, Advanced medicine, Close to home
I am a NorthBay employee, not compensated by any other company or product mentioned in today’s presentation.

Information is current for as long as I am talking ....Maybe!
Another Disclosure

I’m not angry…

I just don’t smile much
Objectives

1. Explore new volunteer strategies within critical environments
2. Engagement…..An unused tool is a useless tool
3. Best practices by using Volunteers in NorthBay ED/Trauma Departments
4. Opportunities to reach a younger volunteer audience
Why Volunteers?

1. 64.3 million Americans, or 26.8% of the adult population, gave 7.9 billion hours of volunteer service worth $171 billion in 2011.

2. Volunteer hour in California in 2011 is valued at $24.75.

3. Sense of commitment

4. Patient satisfaction!
Why Volunteers?

1. Provide leadership

2. Build clientele/advertising and marketing

3. Strategic partnerships

4. DEVELOP RELATIONSHIPS!

“But Daman, It’s Hard”
You’ve Been Doing it for Years (and Didn’t Even Know It!)

Never underestimate my grey haired army
They built my organization, one brownie at a time
Independent for 50 years
Centralized Command/Decentralized Execution

- Small command group
- Determine your goals
- Establish measures for success
- Set expectations and enforcement
- Quantity, quality, consistency
- PDSA
Strategic Partnerships

Pre-hospital

Government/
Professional organizations

Employees/Affiliate hospitals/Schools
Acute Care (ED) Strategy

Your Mission: Screen, Deploy, Acknowledge

This

Not This

Lack of planning with volunteers will result in a catastrophic death spiral that ends in a ball of flames!

--Kidding, no one dies, I told you, this is EASY--
Factors influencing volunteer participation (Screen)

People volunteer when asked to do so
2/3 of volunteers first volunteered as youth, often with their family
Volunteer marketing campaigns simply heighten awareness
Volunteers often work on issues pertinent to them or their family
Keep Them Busy (Deploy)

1. Resume?

2. Prior Military or Managerial/Administrative experience?

3. Even menial tasks are better than standing around

4. Disaster preparedness (YES, I said it)
Show Gratitude
(Acknowledge)

1. Communicate

2. Listen

3. Spend time with them; invite them to unit functions; recognize their efforts, achievements, special qualities

4. Be a good role model!
Some Examples of Success at my Organization

- Patient rounding
- Sitter/visitor
- Stocking/runner/messenger
- Hospitality/comfort/facility guide
- Patient transport
- Logistics (patient belongings)
Next Steps? (Thinking Outside the Box)

• Recruiting more and younger volunteers
• Social media (editing and monitoring)
• Call-back program
• Disaster preparedness

(Yes, I said it...Again!)
Recruitment? (hint: Friends of Friends of Friends)

Your Needs
Leadership, Client, Customer, Patient desires
Communication is KING, and feedback is critical

Their Wants

MATCH

Compassionate Care, Advanced Medicine, Close to Home.
Summary

• Time is money (Volunteers are GOLD!)
• How much spare time do you have?
• Volunteers are best managed with a team approach (It’s impossible to do by yourself...you’ll go blind)
• Remember no one dies, don’t be afraid to experiment
QUESTIONS?

Visit us on Facebook

Thank You