BEST PRACTICES IN HEALTHCARE VOLUNTEERISM

California Association of Hospitals & Healthcare Systems Annual Leadership & Training Conference

Monterey, California

February 16, 2016
TODAY's PRESENTORS:

RC SHIELDS, VOLUNTARY SERVICE SPECIALIST
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WILLIAM BALL, CHIEF VOLUNTARY SERVICE
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VA VOLUNTARY SERVICE REPRESENTATIVE
UNITED VETERANS SERVICES
MANCHESTER, NH VAMC
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Training Session Agenda

- Welcome & Introduction
- Recruitment Strategies – “The Power is in the Ask”
- VA Voluntary Service Volunteer Programs – No Veteran Dies Alone, National Salute, Valentines for Veterans, Vettes to Vets, Family Day, Freedom Cup, Farmers Market, Christmas Gift Shop, Pro Sports Teams, Quilts of Valor, Concerts, Recognition, Honor Flight, POW-MIA remembrance, National Cemetery, National Games, etc.
- AHA, VA and AHVRP Recognition Opportunities
- Performance Measures – Data Dashboard Metrics
- Professional Development Resources – AHA, AHVRP, VA, CAVS, local, state, regional and national healthcare volunteer affiliations.
- Question and Answers – Wrap up
Learning Objectives

- Identify Recruitment, Retention and Recognition Strategies
- Highlight innovative practices in VA Voluntary Service
- Provide ideas, options and best practices
- Share our healthcare volunteer outstanding programs.
- Highlight AHA/AHVRP/VA opportunities to recognize high impact volunteer programs
- ID Professional Development Resources – Chapters, CAVS, American College of Healthcare Executives, et al
- Present the VA Voluntary Service “Data Dashboard” as a metric for a volunteer program measurement tool
- Share examples from the “Summer of Service” and other VAVS programs designed to serve those who gave up their tomorrows so we could have today.
RECRUITMENT IS JOB 1!!!

- What is the number 1 reason people do not volunteer?
- It starts with meaningful work aligned with your Health Care Systems Mission, Vision & Values
- Top Management Support and engaged clinical and administrative staff to supervise the volunteers is essential
- Consider a “Staff Advisory Committee” and have a “Volunteer Recruitment Plan” endorsed by your CEO/COO – write it down!
- Train and Retrain – provide job specific and HCS specifics
- Provide Incentives/Benefits – Parking, meals, uniforms, references
- Acknowledge/Recognize a job well done, take action to improve a job not well done.
VA’s 2015 Summer of Service Recruitment!

Over 300,000 contacts across the Nation in 2015!!!

#VASummerofSERVICE

THIS SUMMER THANK A VETERAN AND PLEDGE THE GIFT OF TIME

Learn how YOU can make a difference for our nation’s heroes! Learn about VOLUNTEER OPPORTUNITIES that are right for you!

Volunteer Open House
at BEDFORD VA!
200 Springs Rd. Bedford, MA
Tuesday August 25th
10:00am - 3:00pm
(Follow Event Signs)

Special Appearance by BOBBY ORR!
10:00am - 11:30am

Individuals ~ Businesses ~ Organizations ~ALL WELCOME!

Can’t make it but want to know more? Call 781-687-2356
Volunteer Retention

- Retention: Starts immediately with Recruitment
- Meaningful work with Positive Feedback
- Comfortable Environment, Assignment Flexibility
- Being respected and appreciated
- Elimination of Barriers for use of volunteers

What are barriers in your organizations???

- Establish Incentive programs
- Solicit Feedback, input and advisement – surveys, polls, informal conversations and focus groups
Volunteer Recognition

- Recognition: That little pat on the back
- Key to personal satisfaction and retention
- Volunteers are special people; Treat like Paid Employees
- Acknowledge Involvement & Contributions
  - Certificates of Appreciation, pins, plaques, publication in newspapers,
  - Recognition Ceremonies / National Volunteer Week
  - Letters of Reference / Job References
  - Nominate for Special Recognition – Volunteer of the Month/Year, Extra Mile, ICARE, Shining Stars, Precious Gems
“Eagle Award” for Hospice Volunteers!

Palliative Care Team

8/12/2015
“THE POWER IS IN THE ASK”

So Start Asking!!!
21 Veterans Integrated Service Networks (VISN)

In January 2002,
VISNs 13 and 14
were integrated and
renamed VISN 23
CALIFORNIA’S VOLUNTEER IMPACT IN VETERANS AFFAIRS VOLUNTARY SERVICE

- Raised $59K to support Active Duty Service members & families in the Polytrauma Unit at Palo Alto
- Provided volunteers to support the VA “Million Veteran Program” for Research
- Enlisted corporate sponsors Home Depot, Lockheed Martin, & Cisco to refurbish and landscape Trauma Recovery Program site at Menlo Park Division
- Recruited local Veterans Service Organization (VSO) to provide funding for Veterans to access local entertainment and funding for iPad Tablets & iPods and disposable phones for the Psychiatric Intensive Care Unit
- Worked with local VSO’s and community partners to assist Veterans affected by the Rocky Valley Fires in Lake, Sonoma and Napa Counties
- Implemented the Volunteer Transportation Network (VTN) for new off site Eye Clinic and off site Outpatient Clinic. 12 Vans transported 8,803 Veteran Patients driving 184,682 miles by 98 volunteer drivers providing 15,683 hours of service
- Provided volunteers at main check-in areas to assist Veterans with new Point of Service Kiosks (think airline check-ins).
- Assumed oversight of the Work Study Program, providing work studies in the Emergency Room, Veterans Engagement Team, Business Service and Directors Office
VA Voluntary Service Impacts

- Customer Service Volunteers are positioned in high volume areas to include parking lot shuttles and front entrance areas resulting in a substantial reduction of over 80% in patient falls and increased satisfaction scores.
- 12 volunteers support the Veteran Companion Program assigned to ICU, Med-Surg, and the Community Living Center, resulting in reduced use of restraints and reduction in falls.
- Over 20 volunteers are assigned to the No Veteran Patient Dies Alone volunteer assignment. These volunteers are on call 24/7 with a systematic Outlook & Call Volunteers provided rides to an average of 400 patients per month to and from appointments. This service reduced no-shows and increased satisfaction.
- Volunteers provide campus shuttle service at the Sacramento and Martinez facilities transporting over 150 patients daily.
- Concierge Services provide wheelchair assistance, Ambassadors and Info Desk volunteers that humanize the hospital and enhance the patient experience.
- Reminder Call volunteers have demonstrated a decline in no-show rates.
- Volunteers created and support a Veterans Food Pantry.
- Volunteers conduct Truth Point surveys on Units and Nursing Homes.
Best Practices / Community Engagement

VA Central California Health Care System
Held a “summer of service summit” for area high schools, coordinated an annual Holiday Donation Project, filling 250 backpacks with donations from VSO’s for distribution to hospitalized Veterans in Caregiver Support and Recovery Programs.

VA Loma Linda Health Care System
Held Baby Showers for women Veterans, hosted a Veterans Car Show on facility

VA Long Beach Health Care System
Partnered with local VSO to assist Veterans who were recently homeless to provide furniture and gift cards, Hosted a Mother’s Day Tea program, held Operation Santa

VA Northern California Health Care System
Campus Volunteer Shuttle Program, Concierge Services, Comfort Pillow System
Best Practices / Community Engagement

VA Palo Alto Health Care System
Random Act of Flowers Program, Support for Post Deployment Health Rehabilitation Assessment (PDHRA) for the National Guard, Toy’s for Vets holiday program

VA San Francisco Health Care System
Supported the Office of Patient Centered Care Mini Grant Program, McKesson Foundation Partnership, Hemodialysis Pilot Project, Friendly Visitor Volunteer Program, My Life Story Program

VA San Diego Health Care System
Support for National Cemetery Administration, plan & conduct VA Summer Sports Clinic targeted for OEF/OIF Veterans, ASPIRE Center volunteer program
## Reporting Metrics

### VISN 21 Voluntary Service Statistics

#### Data Table of: FY 2015

<table>
<thead>
<tr>
<th></th>
<th>Volunteers On Rolls End of Period</th>
<th>Volunteers logging hours during period</th>
<th>% on Rolls Logging Hours</th>
<th>Volunteers Recruited in Period</th>
<th>Volunteers Terminated in Period</th>
<th>Net Gain/Loss of Volunteers in Period</th>
<th>Regularly Scheduled Volunteer Hours</th>
<th>Occasional Volunteer Hours</th>
<th>Adjustment of Volunteer Hours in Period</th>
<th>Total Volunteer Hours</th>
<th>FTEE</th>
<th>Avg Hours per Volunteer</th>
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<tbody>
<tr>
<td>Central California</td>
<td>409</td>
<td>323</td>
<td>79.0%</td>
<td>152</td>
<td>87</td>
<td>65</td>
<td>10,755</td>
<td>0</td>
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<td>66,637</td>
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<td>Pacific Island</td>
<td>213</td>
<td>120</td>
<td>56.3%</td>
<td>64</td>
<td>130</td>
<td>-66</td>
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<td>0</td>
<td>16,534</td>
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<tr>
<td>Palo Alto</td>
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<td>1,252</td>
<td>54.2%</td>
<td>654</td>
<td>802</td>
<td>-148</td>
<td>157,992</td>
<td>97,919</td>
<td>0</td>
<td>255,911</td>
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<tr>
<td>Northern California</td>
<td>1,585</td>
<td>769</td>
<td>48.5%</td>
<td>490</td>
<td>572</td>
<td>-82</td>
<td>108,012</td>
<td>4,431</td>
<td>253</td>
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<td>319</td>
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<td>87</td>
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<td>VISN 21 Totals</td>
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<td>3,262</td>
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<td>1,651</td>
<td>2,020</td>
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## Reporting Metrics - Donations

### VISN 21 Voluntary Service Statistics

Data Table of: FY 2015

<table>
<thead>
<tr>
<th></th>
<th>Monetary Donations</th>
<th>Activity Donations</th>
<th>Item Donations</th>
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<td>San Francisco</td>
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<td><strong>VISN 21 Totals</strong></td>
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<td><strong>$232,538.54</strong></td>
<td><strong>$1,578,076.96</strong></td>
<td><strong>$4,296,039.98</strong></td>
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# VISN Voluntary Service Statistics

## Data Table of: FY 2015

<table>
<thead>
<tr>
<th>VISN</th>
<th>Total Volunteer Hours</th>
<th>Total Donations</th>
<th>Volunteer Hourly Value</th>
<th>Total Resource Impact</th>
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<tbody>
<tr>
<td>VISN 1</td>
<td>469,791</td>
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<td>VISN 2</td>
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<td>VISN 6</td>
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<td>VISN 14</td>
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<td>VISN 16</td>
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<td>VISN 18</td>
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<td>VISN 19</td>
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**VISN Totals**

<table>
<thead>
<tr>
<th>Total Volunteer Hours</th>
<th>Total Donations</th>
<th>Volunteer Hourly Value</th>
<th>Total Resource Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,849,322</td>
<td>$105,215,390.27</td>
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### Volunteer Statistics

<table>
<thead>
<tr>
<th></th>
<th>Volunteers On Rolls End of Period</th>
<th>Volunteers Recruited in Period</th>
<th>Volunteers Terminated in Period</th>
<th>Net Gain/Loss of Volunteers in Period</th>
<th>Regularly Scheduled Volunteer Hours</th>
<th>Occasional Volunteer Hours</th>
<th>Adjustment of Volunteer Hours in Period</th>
<th>Total Volunteer Hours</th>
<th>FTEE</th>
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<tbody>
<tr>
<td>VA Maine HCS (602)</td>
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<td>78</td>
<td>66</td>
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<td>4,284</td>
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<td>Worcester VA (621G)</td>
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<td>West Roxbury VA Boston (523C)</td>
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<td>Brockton VA Boston (524C)</td>
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<tr>
<td><strong>VISN 1 Totals</strong></td>
<td><strong>6,479</strong></td>
<td><strong>1,671</strong></td>
<td><strong>2,092</strong></td>
<td><strong>-421</strong></td>
<td><strong>403,136</strong></td>
<td><strong>47,286</strong></td>
<td><strong>60</strong></td>
<td><strong>450,482</strong></td>
<td><strong>240</strong></td>
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</table>

### Total RS Volunteers

![Total RS Volunteers Chart](chart1)

### Total Volunteer Hours

![Total Volunteer Hours Chart](chart2)
Best Practices Nation wide

Become a Hospice Volunteer so that:
No Veteran Dies Alone

No Veteran Dies Alone is a volunteer program that provides the reassuring presence of a volunteer companion to dying patients who may otherwise be alone. Companions are able to help provide patients with a most valuable human gift: a dignified death.

All companions must first participate in a two-part orientation session. For more information, contact David James RN, BSN, CHPN at 781-760-6768 or David.James5@va.gov

“No one should die alone...Each human should die with the sight of a loving face.”
— Mother Teresa of Calcutta
Medicare Hospice Benefit Values Volunteers

- Volunteers must provide day-to-day administrative and/or direct patient care services in an amount that, at a minimum, equals 5 percent of the total patient care hours of all paid hospice employees and contract staff.

[Medicare.gov](https://www.medicare.gov)  
The Official U.S. Government Site for Medicare
January 28, 2003

Dear Veteran:

Thank you so much for serving our country.

When my grandfather was in basic training for the army in World War II, he shot so poorly at his target that he shot other people's targets which gave them good scores. At the end, they told him not to come back because he was wasting bullets.

Freedom means to me the chance to make my own decisions, and not having people insulting me if I say something weird or if I give a wrong answer.

Have a Happy Valentine's Day!

From
Mary
National Salute to Veteran Patients
The Freedom Cup – turning tragedy to hope and channeling grief
Vettes to Vets
Music Therapy

COMPASSION
Family Day at the Nursing Home
Veterans Service Organization Support
American Ex-Prisoners of War

You Are Not Forgotten
Since World War I, more than 91,000 soldiers are unaccounted for.
This unoccupied seat is dedicated to the memory of those brave men and women and to the sacrifices each made serving this country.

Rolling Thunder * Massachusetts Chapter 1

We are all thankful.
God Bless You. God Bless America.
Recreation Therapy – healing through play

VA National Adapted Sports Competitions

Golden Age Games
Wheelchair Games
Summer Sports Clinic
Winter Sports Clinic
Creative Arts Festival
The Veterans Transportation Network
National Cemetery Volunteers

RESPECT
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Professional Development

The relevance of CAVS certification

- Demonstrates a body of knowledge & level of competency
- National Certification is “portable” throughout USA
- CAVS Exam is psychometrically sound & legally defensible
- More and more showing up on job Vacancy Announcements and being written into Job Descriptions and Performance Standards
- Protects the public from incompetent, unethical practices

The importance of Chapter Affiliations & Networking!!!