The Vital Link: California’s Hospital Volunteer Network

Monday, February 16, 2015
4 p.m. – 5 p.m.
Hyatt Regency Indian Wells Resort & Spa
Indian Wells Ballroom J & K
Introductions

Louis Peltier
Volunteer
2014 Chair, Committee on Volunteer Services
Mercy Hospitals of Bakersfield
louis93309@yahoo.com

Maria Strmsek
Volunteer Director
2014 Chair, Directors’ Coordinating Council
Henry Mayo Newhall Hospital
strmsekma@henrymayo.com
Introductions

Joan M. Ryzner, MHA
Director of Member Relations
American Hospital Association
jryzner@aha.org

Ursula Pawlowski, MSHR
Governance and Operations Manager
Association for Healthcare Volunteer Resources Professionals (AHVRP) of the American Hospital Association (AHA)
upawlowski@aha.org
Learning Objective

• Provide an overview of CAHHS hospital volunteer network
  – Purposes
  – Activities
  – Operations
  – Challenges
  – Opportunities
# California Hospitals

Total Licensed Hospitals | 434

<table>
<thead>
<tr>
<th>Eligible for CHA Membership</th>
<th>Count</th>
<th>Licensed Beds</th>
<th>Patient Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>409</td>
<td>88,226</td>
<td>18,235,432</td>
<td></td>
</tr>
<tr>
<td>CHA Members</td>
<td>366</td>
<td>83,758</td>
<td>17,319,409</td>
</tr>
<tr>
<td>Nonmembers</td>
<td>43</td>
<td>4,468</td>
<td>916,023</td>
</tr>
<tr>
<td>% of Hospitals = CHA Members</td>
<td>89%</td>
<td>95%</td>
<td>95%</td>
</tr>
</tbody>
</table>
California Hospital Association

- Formed in 1935
- Hospital membership organization
- Legislative advocacy and public policy
- Education
California Association of Hospitals and Health Systems
California Association of Hospitals and Health Systems

1954 Center for Volunteer Services established
1963 First CAHHS hospital volunteer conference
CAHHS Volunteer Services

• Mission

“The California Association of Hospitals and Health Systems Volunteer Services Department is to create and support a favorable climate for voluntary hospital service in the areas of advocacy, governance, fundraising, public relations and service.”
CAHHS Volunteer Services

• Vision

“Volunteer Services is an organization that can lessen the economic burden on the system, one that becomes part of a whole team whose sole purpose is to heal and comfort.”
CAHHS Volunteer Services

Sacramento headquarters

Joan Cardellino, CAVS
Vice President, Volunteer Services
jcardellino@calhospital.org

Melanie Shanley
Volunteer Services Coordinator
mshanley@calhospital.org
Number of California Hospital Volunteers

- 366 CHA member hospitals
- Almost 300 have volunteer programs
- Estimated number of California hospital volunteers is 60,000 – 80,000, potentially 100,000.
California Association of Hospitals and Health Systems

• Committee on Volunteer Services (COV)
CAHHS Volunteer Services

• COV Purpose
  – Advise CHA Board of Trustees
  – Forum to share, collaborate, communicate
  – Information clearinghouse
  – Leadership training and development
CAHHS Volunteer Services

• **COV Activities**
  – Provide educational programs and services
  – Create awareness of industry issues and encourage community support
  – Establish and support sound principles for administration and operation of hospital volunteer organizations
CAHHS Committee on Volunteer Services

• Appointed by CAHHS Board of Trustees
• Identified by nomination process
• Serve one calendar year terms, with option to renew up to 3 years total
• Established processes for over 25 years
Explore Website

www.calhospital.org/volunteers
Why Do We Need a Hospital Volunteer State Network?
Health Care Reform Challenges are HERE
Health Care Reform Challenges

• Value versus volume
• Creating new efficiencies
• Commitment to safety
• Team-based patient-focused care partners
• Enhanced patient experience before during and after hospital experience
• Migration of hospitals into systems
Health Care Reform Challenges

Changes in:

– Patient care delivery systems
– Hospital financial business models
– Community demographics
– Technology
– …all mean CAHHS must reflect those changes in its organization too.
CAHHS Volunteer Network
Challenges are HERE
CAHHS Volunteer Network Challenges are HERE

- Multiple Reporting Structures
  - Foundation
  - Human Resources
  - Administration
  - Home Care
  - Community Health and Education
  - Advocacy
  - Other
CAHHS Volunteer Network Challenges are HERE

• Growth of Systems
  – Kaiser
  – Dignity
  – Adventist
  – Sutter
  – UC’s
  – Sharp
  – Scripps…to name just a few
We need to do work differently but also do different work.

- Seeking new types of COV members such as community outreach workers, digital statisticians and social media experts.
- Other types of COV members may be drawn from non-volunteer hospital disciplines such as nursing, foundation, HR and community services.
CAHHS Volunteer Network Solutions are HERE

• Streamlined CAHHS Network Structure
  – California Hospital Association
  – CAHHS COV
  – Local area networks
  – Non-affiliated hospital volunteer groups
  – Community groups

One Plan, One Team, One Mission
CAHHS Volunteer Network
Solutions are HERE

• CAHHS COV
• California Hospital Volunteer Leadership Conference
• California Hospital Volunteer Impact Survey
• CAHHS Volunteer Services website
• Collaborations with AHA - COV and AHVRP
AHVRP

Association for Healthcare Volunteer Resource Professionals

A personal membership group of the American Hospital Association
AHVRP

- Who we are?
- What do we do?
- How are we different from CAHHS?
- Where can you find us?
AHVRP

Enjoy the pride of recognition of being among the **ELITE group** of health care volunteer resource professionals.

Become an AHVRP Leader: Call for Leaders is Open!

Answer the call for future leaders and seize the opportunity to create an exciting future and commitment to serve the DVS profession today.
AHVRP

- 2015 AHVRP Board of Directors
- Certified Administrator of Volunteer Services
- National Healthcare Volunteer Week, April 12-15

Transforming and Inspiring Volunteerism

Transforming the Patient Experience

2015 California Hospital Volunteer Leadership Conference
Deciphering the Alphabet Soup: AHA’s COV, SAL and HAVE
Contact Information

Joan M. Ryzner, MHA
American Hospital Association
Director of Member Relations
jryzner@aha.org
312-422-3321

©2015 American Hospital Association. No part of this presentation may be copied or reproduced, in-whole or in-part, without the express written permission of the American Hospital Association.
Overview

- AHA Committee on Volunteers (COV)
- State Auxiliary Leaders Forum (SAL)
- Hospital Awards for Volunteer Excellence (HAVE)
AHA
Committee on Volunteers (COV)
Structure/Purpose

• Specialty Committee of the AHA Board of Trustees

• Purpose: Concerned with the roles, responsibilities and services of volunteers and auxilians, as well as the community perspective they provide for the health care field.
Committee Responsibilities with AHA

• Member Communication
• Issue Identification
• Policy Development
• Implementation of Policy and Programs
COV Functional Responsibilities

• Provide feedback to AHA Board of Trustees
• Supports the AHA State Auxiliary Leaders (SAL) network
• Recommends the winners of the AHA Hospital Awards for Volunteer Excellence (HAVE)
• Supports the AHVRP Annual Conference and Exposition
2014 Issues

• Hospital price transparency
• Challenges for hospitals in health care transformation
• Health care quality measures
• AHA’s digital media campaigns and platforms
• Creating a culture of health
Membership

- 15 members
- Chair is always auxilian or volunteer
- Committee members are auxilians, volunteers, directors of volunteer services and state hospital association staff who are liaisons to volunteers and auxilians
- Three-year terms
- AHVRP President holds one-year ex-officio seat
Membership

• Representative of AHA membership
  – Affiliated with AHA institutional members
  – Balanced among nine AHA geographic regions
  – Reflect all types of hospitals
Invitations to be Nominated

- History of involvement
  - AHVRP
  - State chapters
  - State auxiliary leaders
- Interest in health policy and advocacy issues
- Approved by the AHA Board of Trustees
2015 Committee on Volunteers

- Barbara Muesing, MN, Chair
- Frechia Barrett, GA
- Margie Beadles, MO
- Kelley Boothby, CAVS, CT
- Jenny Boese, WI
- Deborah Brookshire, AZ
- Vicki Holcombe, CAVS, TX
- Earline Kelley, MO
- Mary LaCombe, NY
- Sandy Marshall, NH
- Eileen McConville, NC
- Bill Newbold, CA
- Louis Peltier, CA
- Lynn Smith, AR
- Diane Westbrook, WI
Meetings

- Twice per year
  - Spring AHA Annual Membership Meeting in Washington, DC
  - Fall at the AHA headquarters in Chicago
AHA State Auxiliary Leaders Network
Structure/Purpose

- Comprises presidents, presidents-elect and legislative chairs from state volunteer and auxiliary associations
- No cost to join
- Serves as thought leaders and liaisons on health care advocacy issues
- Currently 34 states involved
Meetings

• One in-person meeting with the spring AHA Annual Membership meeting in Washington, DC
• Newsletter and eblasts
2014 Meeting Topics

- Redefining the “H” – therefore, redefining the “V”
- Promising practices in volunteer services
- Volunteer leadership in transition
Resources

• SAL webpage
  – Conference speakers
  – Videos
    • Volunteer engagement
  – AONE case examples of volunteers engaging with nursing
  – Links to AHA advocacy information
  – Newsletter
  – SAL roster
  – AHA social media platforms
Hospital Awards
For
Volunteer Excellence
(HAVE)
Purpose

• Recognize outstanding contributions of organized health care volunteer programs
Award Categories

• Community service
• In-service hospital
• Fundraising
• Community outreach/collaboration
Application Process

- Online applications
- Open to volunteer programs affiliated with AHA institutional members
- Programs must have been active at least two years
Selection Process

• Screening Committee selects finalists
  – DVSes
• National Committee recommends winners
  – Volunteers and auxilians
• AHA Board of Trustees votes on recommendations
2015 Nominations Timeline

• Nominations opened July 28
• Nominations close September 26
• Screening Committee – November
• National Committee – December
• AHA Board of Trustees – January
• Awards breakfast May 4, 2015
Awards Breakfast at AHA Annual Meeting
AHA Volunteer Webpage:
www.aha.org/about/volunteers
VOLUNTEERS ARE ACTIVE PARTNERS IN ENHANCING PATIENT AND FAMILY ENGAGEMENT
Open Discussion

• What do YOU bring to the CAHHS Volunteer Services Network that could help us better serve California’s hospital communities?

• What do YOU need from the CAHHS Volunteer Services Network to better serve your hospital community?
Enjoy the Conference!