

**TETON VALLEY HOSPITAL
SUB-COMMITTEE: COMMUNICATIONS COMMITTEE
October 15, 2009**

Committee Members Present: Robert Emerson, Mitch Felchle, Sandra Woolstenhulme, Carla Romero-Erlanson, Martha Barge

Minutes prepared by: Martha Barge

Emerson opened the meeting at 7:05 am.

CHANGES & ADDITIONS TO THE AGENDA: NONE

MINUTE APPROVAL:

● **MOTION:** Sandra moved to approve the minutes from 9/17/09. Motion seconded by Emerson and carried unanimously.

EXTERNAL COMMUNICATIONS

Town Hall Forum Update

Emerson handed out an updated marketing strategy for the Town Hall Forums (see attachment #1). He said there were only three attendants (including 1 press member) at the first non-profit forum—which was a disappointment to everyone. The committee discussed adding churches as an additional target for marketing/advertising the forums. Emerson noted an additional forum in Alta had been added. Mitch thought flyers should be hung up in Sun Valley before the Victor forum and suggested asking Frank Kasko (who lived there) to do so. Sandra volunteered to ask Liz to hang flyers up in Ashton.

BMH Marketing Update/Long Term Marketing Plan

Ann was not at the meeting, and this item was moved to the next meeting. However, Mitch provided some general information he knew from working with Ann. He said she did have a skeletal plan laid out and the message of the marketing campaign was that TVHC offers complete healthcare. He said greater emphasis was being put on the fact that TVHC is a full-service medical facility rather than a “bandaid” station. Additionally, we will be trying to re-brand ourselves as an “urgent care” option; a winter OR and clinic schedule (open 7 days a week) was in the works. The goal of this change was trying to match up with the market need in the valley rather than waiting for business to come here and/or turning patients away on the weekend. Additionally, work was being done on building a stronger alliance with Grand Targhee.

INTERNAL COMMUNICATIONS

The internal operations committee had not met since the last Communications meeting, but reported that a mandatory policy to hold monthly staff meeting had been introduced to all supervisors and directors. Unfortunately, minutes from only one department had been received up-to date. Mitch pointed out how important it was to get this process going because one of the biggest complaints of employees in the past was that they did not know what was going on with TVHC unless they read it in the paper. He said he would continue working with his admin team so they in turn would work with their staffs to make this practice common place. Carla pointed out that it may take a couple of months to get full involvement and thought this was perhaps related to a (positive) mentality change where the staff wanted to do the work well rather than just getting it done.

Emerson reminded the committee they had decided to carry out an employee survey the first of the year—which would arrive soon. The committee spent a few moments discussing some general costs/considerations of the survey. Carla thought there may be some co-op purchasing power that TVHC should take advantage of in this process. She and Emerson agreed to talk further about this possibility. The committee agreed to put the employee survey back on to the internal communications rolling agenda in order to start researching and preparing for it's implementation.

Carla also shared with the committee that she was considering the implementation of a new practice where she randomly pulled staff members to her office for conversation. This idea came from a recommendation that came out of a recent employee encounter.

The committee agreed to hold the next Communications meeting Thursday, November 5 at 7 am in the morning. Emerson said he would check with the committee's community members on this time; if it did not work for them, the meeting would perhaps be held during business hours.

● **MOTION:** Sandra motioned to adjourn the meeting. Motion seconded by Mitch and carried unanimously.

Meeting adjourned at 8 am.

Robert Emerson, Chairman

ATTEST: _____
Martha Barge, Minute Recorder