



Engineering Change. Inspiring Leadership.

2020 California Hospital Volunteer Leadership Conference



Telling the Volunteer Impact Story

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The Volunteer Impact Story

Volunteers' impact on patients is often overlooked — and sometimes even undervalued. As volunteer leaders, we know the stories of how our volunteers go above and beyond to make a significant difference in our organizations and for the patients and families whose lives they touch. This session will introduce and explore VIMPACT — the volunteer impact and its effect on the journey of our patients and families. The presentation will challenge you to provide ideas for how we can begin to share the volunteer impact in every aspect of our communication. You'll be part of the effort to design a program that changes the traditional volunteer paradigm from time and hours served, to elevate your program so it recognizes the value your volunteers bring.

Volunteer Offices have changed over the years from only placing volunteers wherever needed in hospitals to now matching volunteers that seek and desire hospital volunteer opportunities where they can make a meaningful difference.



volunteers
MAKE A
difference

BE THE CHANGE

VOLUNTEER & MAKE THE DIFFERENCE



MAKE A DIFFERENCE



“ THE HEART OF A VOLUNTEER IS NOT MEASURED IN SIZE, BUT BY DEPTH OF THE COMMITMENT TO MAKE A DIFFERENCE IN THE LIVES OF OTHERS. ”

- Deann Hollis

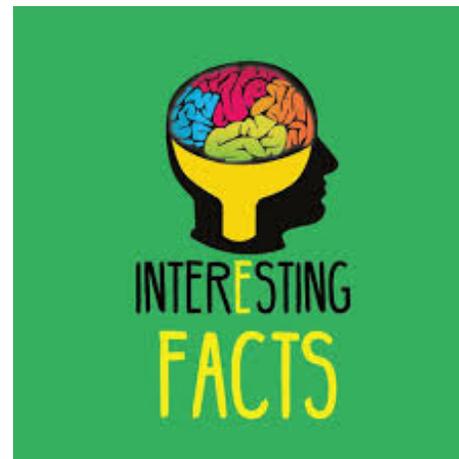
Guess the Average Age of a Volunteer

The Bureau of Labor Statistics states:

- Individuals between the ages of 35 and 54 are the most likely to volunteer their time

Of the population of active volunteers in the United States:

- Healthcare volunteers comprised in 1989 of 10.46%, 2005 8.96%, 2016 5.26%



Let's Explore

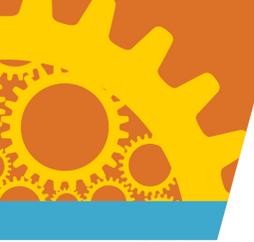
- Unconscious bias refers to the attitudes or stereotypes that affect our understanding, actions and decisions in an unconscious manner.
- Understanding that unconscious biases are formed on a wide range of subjects including gender identity, race, appearance, socioeconomic status and others.
- Unconscious bias is a “positive or negative mental attitudes towards a person, thing or group that a person holds in an unconscious level.



The Patient Perspective

- Feel Vulnerable-I need information I can understand, show interest in “me”, consistency and connection. Help me know what I can expect. Take action-Make eye contact, ask me if I have questions, smile.
- Feel Scared: I need comfort, trust and honesty. I need you to be present, compassion and empathy. Take action-Be patient with me, be calm, be present.
- Feel Anxious and Helpless: I need reassurance and support, direction, help me relax. Take Action-Slow down and hear me. Be responsible for your energy. Use music or humor.





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VIMPACT



Great Communication Tools

- Annual Reports
- Newsletters
- Social Media Platforms
- Email communication
- Appreciation Events
- Compare/Contrast Data





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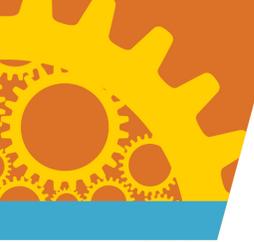
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But...Is it Enough?



- Challenge yourself to think about where you place your volunteers?
- Are they mainly the first point of contact with a patient/family?
- Within 7 seconds of an encounter, it is determined that being friendly sets the tone.
- Human caring, trust and a meaningful connection can be established and formed in 40 seconds or less.
- Do/can your volunteers affect/effect the patient experience and journey?



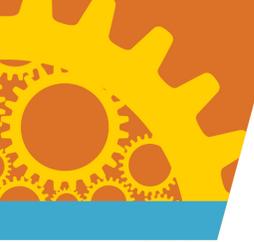


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Can you think about a time that you experienced extraordinary customer service? Write down the specific behaviors that were associated with that experience.

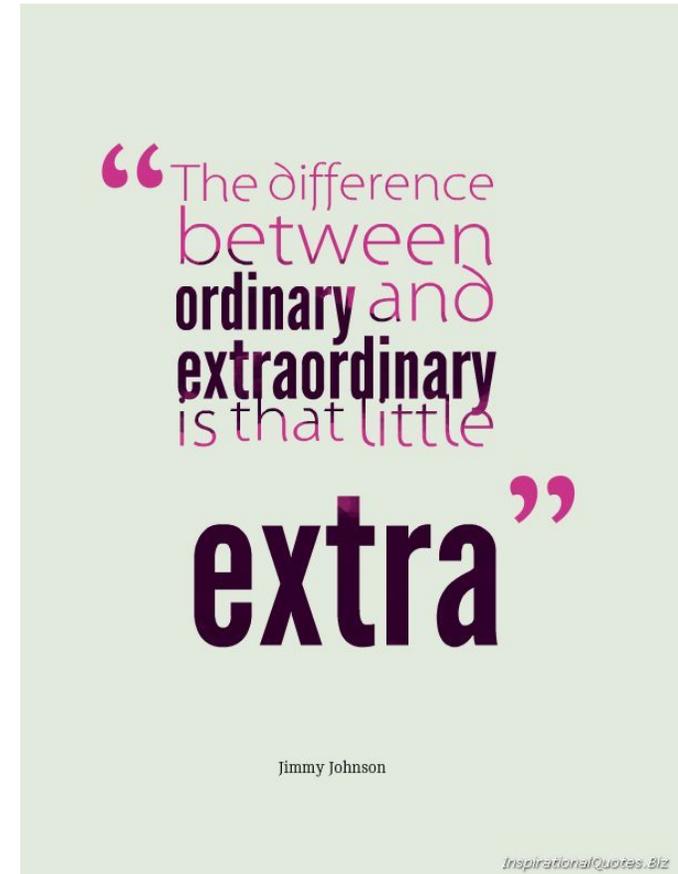




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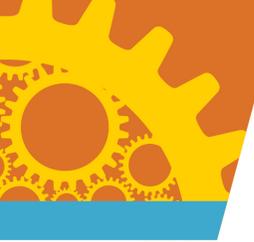
Are your volunteers that little extra?
Do your volunteers foster that human
connection with patients/families?



Jimmy Johnson

InspirationalQuotes.Biz





VIMPACT

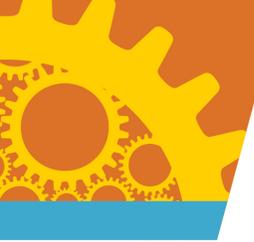
VIMPACT will allow you to highlight your volunteers delivering the standard of excellence all hospitals desire.



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Round 1: Stand face-to-face with a partner leaving about 3 feet of space between you. When I say go, you and your partner are going to race to draw the alphabet from A to Z with your index finger in the air between yourselves the fastest.



Round 2: Now instead of competing, you and your partner are going to cooperate. One person will draw the alphabet from A to Z in the air just like before. The other person will follow the identical path of your index finger as you draw the letters in the air. The goal is for your partner to follow the identical path as accurately as possible and to be able to identify the letter.





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Leadership is no longer about your position. It is now about your passion for making a difference.



- Who is telling the volunteer story and why would we?
- Do we need to?
- Does it matter?
- Do volunteers really affect our patients/families/staff by their actions when they are at the hospital?



We can make a difference in our volunteer offices by telling their stories. Let's start to repaint the picture of a volunteer in a healthcare setting and communicate those stories.

The Power of Storytelling

Stories are about **collaboration** and **connection**.
Stories connect to emotion and that information becomes memorable.

Your volunteer stories will allow us to show the meaningful difference our volunteers make each and every day with the patient/family journey through their authentic human experiences. By sharing in all forms of communication, we are now showing the **impact** the volunteers provides to your hospital.

“THERE IS NO
GREATER POWER
ON THIS EARTH
THAN STORY.”

LIBBA BRAY



Reports convey information.
Stories create experience. Reports
transfer knowledge. Stories
transport the reader, crossing
boundaries of time, space, and
imagination. The report points us
there. The story puts us there.

Roy Peter Clark



YOU need to think about what emotion you want to communicate and then craft your story to support the emotion.

1. Grab your audience
2. Be energetic, enthusiastic and engaging
3. Don't embellish, authenticity
4. Have a beginning, middle and end
5. Have a reason for telling your story
6. Your goal is to have your audience remember and have a deeper understanding of the volunteer's role and how critical that role is within the hospital.

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photo © of UCHealth

The mother of an infant called the nurses station to explain that she woke up sick and couldn't come in to see her baby that day. The mother was very upset and frantic, and called the unit frequently for updates on her newborn. When the nurse told her a Volunteer cuddler had arrived and was cuddling her baby, the Mom started to cry in absolute relief. That mother felt so appreciative that her sweet baby was being held and was offered comfort until she was feeling better.



photo © of UCHealth

Diane was volunteering with the Comfort Cart when she found a patient teary-eyed and very sad. Diane asked if she could get her a newspaper or book. The patient replied she was blind so our amazing volunteer said, "How about a cup of coffee and me?" They proceeded to have coffee and great conversation. At the end of the visit, the patient thanked her saying she couldn't believe she was able to spend so much time with her and made her day so much brighter.



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photo © of UCHealth

A horrific motorcycle crash occurred that unfortunately, the father was killed immediately upon impact and the mother brought to the hospital and not expected to live. In order to assist the young children and family friends cope with these end of life situations, staff requested a Pet Therapy Team visit within a short time frame (45 minutes). Janet and Putter arrived to the hospital within 10 minutes, they were briefed and were able to offer comfort, care and dog love during a difficult time. This visit was not only a Vimpect moment for family and friends, it was also had a Vimpect on staff as they struggled to deal with this difficult situation.



photo © of UCHealth

Olivia in Medical Oncology Unit had a big Vimpect moment when she searched the entire hospital for a reclining chair. This chair was used so a new mommy could hold their newborn baby for the first time! The new mommy was so grateful as this little baby was on oxygen and she felt more comfortable sitting in a recliner.



How do we appreciate **V**IMPACT winners?

- Will be recognized in the newsletter.
- Receive a lunch gift card.
- Be awarded a **V**IMPACT Pin.
- Information will be submitted to Director of Patient Experience, Chief Executive Office (CEO) and Vice President (VP).
- Highlighted at the volunteer dinner.
- Be sure to utilize any opportunity to tell senior leaders, staff, fellow managers, directors the **V**IMPACT stories.

- ❑ Creates Investment in your volunteer
- ❑ Creates the delivery of desired Customer Service
- ❑ Takes your dedicated energy into this effort, but well worth the time



It's the
little things
that make a
BIG
difference.



VIMPACT

- Your dedication and passion for volunteerism is unending.
- Try it.
- Practice it.
- Maybe just one goal to provide a story?
- Consider adding to your newsletters, communication, etc. the enormous impact (VIMPACT) your volunteers provide to your organization.