



It's All About Relationships!

Cultivating Partnerships with Key Stakeholders



Douglas Hooten, MBA
Executive Director
MedStar Mobile Healthcare

Matt Zavadsky, MS-HSA, EMT
Public Affairs Director
MedStar Mobile Healthcare

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Halloween in Las Vegas



What we're gonna do...

- **Demonstrate why we need high-value relationships**
- **Who are our key stakeholders**
 - Internal
 - External
- **Strategies for each**





Relationships Matter

- **Increase worth in the 'community'**

- Healthcare
- Business
- Political
- Regulatory



- **Value = Harder to replace**

- Market pressures
- Payment models



Who Needs You?

- Employees
 - And their families
- Patients
- Healthcare Partners
- Elected Officials
- Appointed Officials
- Co-Responders
- Media
- Business Partners
- Community Leaders

Who You Need!

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Foundation....

- **Trust**

- Impossible to have a relationship without it



Employees

- **Why?**

- 1,000 moments of truth with other stakeholders
- Cost of turnover
 - Dollars and reputation
- Decentralized deployment
 - Trust they are doing the “right” thing





Kelly Allen Gray
Councilmember

Dear Jon and David,
On behalf of my brother-in-law Jason Gray and my entire family, thank you for the care and concern you showed us on the early morning of June 14th when my sister-in-law was found deceased in their home. Your compassion and words of comfort were heart-felt and needed in our time of sorrow. God bless you and the center you serve as blessed to have you both!
Sincerely,
Kelly Allen Gray



Employees

- **Strategies**

- Just Culture
 - System vs. Individual failures
- Listen – listen – listen
- Open door/full access to all
 - In **THEIR** environment
 - If deployed – go see them at post/station
 - Odd hours – weekends, evenings
- Empowered work teams
 - Self directed (with parameters)
- Set the example
 - YOU need to come in on off hours / large events





Employees

- **Recognition (in front of peers)**

- Beyond the Call
- “Job 1!”
- Anniversary
- Birthday
- Major life events

- **Celebrations**

- Venue rentals
- BBQ’s/Meals



Employee Families

- **Major impact on employees!**

- Involve in programs/celebrations
- Involve in employee orientations
- Invite to employee milestone recognitions
- Send thank you letters to families for sharing their loved one
- Allow on premises
- Allow to do ride alongs



Hospitals

- **What are their needs/goals from you?**
 - Economic
 - FFS = logical distribution of patients
 - Shared Risk = Innovation to reduce utilization
 - Contracted = Fair pricing
 - Accreditations
 - EMS Interface typically a requirement
 - Outcome/data sharing
 - Patient satisfaction
 - The impact you have on their HCAPHS scores
 - Timely arrivals
 - At the time THEY want



Hospitals

- **Strategies**
 - Regular meetings with:
 - C-Suite
 - Case management/discharge planning
 - ED Manager/Director
 - Information Technology/Patient records
 - Specialty areas/Departments
 - Cardiac
 - Trauma
 - Stroke
 - Readmission/Transition of Care Task Forces
 - Population health



Hospitals

- **Strategies**
 - Monthly report distribution
 - Arrivals
 - Discharges
 - On-time performance
 - Health Information Exchange
 - “Heads up” on arrivals
 - Populate registries
 - Project partnerships
 - Grand Rounds
 - Educational seminars
 - Ride Alongs
 - ED, C-Suite members, specialty care areas



There Is A Difference

cardiac care | neurosciences | oncology | orthopedics | specialty surgery

Math,

I want to thank you for everything you did to facilitate my ride-along with MedStar.

It was truly an eye-opening experience. Our community is so blessed to have such dedicated and caring professionals working for MedStar!!

Warm Regards,

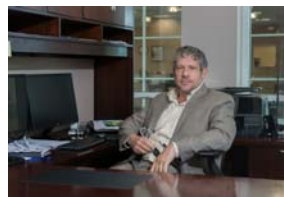
Clay Franklin

Clay Franklin
Chief Executive Officer



Medical Director(s)

- **Determine goals for partnerships on clinical quality**
 - Equipment
 - Training/credentialing
 - Data needs/sharing
 - Verification of documentation
 - Research projects
 - Risk/liability reduction



Medical Director(s)

- **Strategies**
 - Regular meetings
 - CEO & Medical Director
 - Reporting process
 - Regular and 'unique' events
 - Collaborative work teams
 - Clinical Quality Improvement
 - Open access
 - Data, employees, field time
 - Annual clinical plan
 - Expectations for future initiatives

Blueprint for Quality



Medical Direction and Clinical Oversight
for
911 and Mobile Integrated Healthcare

2/10/2015

© 2015 Blueprints



Payers

- How are you demonstrating value?
- How can you demonstrate MORE value?
- What is their long-term vision?



Payers

- **Strategies**
 - Regular meetings/conf. calls
 - Joint initiatives
 - Population health
 - Regular claims reviews
 - Invite “audits”
 - Data
 - Utilization/high utilization



Activity Summary Report
 Medicaid Star - Amerigroup Payor
 June 1, 2014 to June 30, 2015

<u>Patient Name</u>	<u>Date of Service</u>	<u>Run Number</u>
XXXX, NICOLE	2014-02-14	12,171
XXXX, NICOLE	2014-02-15	12,578
XXXX, NICOLE	2014-02-17	13,196
XXXX, AMBER	2014-02-25	15,523
XXXX JR, HARRY	2014-01-14	3,681
XXXX, COSITA LA XXXX	2013-12-21	95,281
XXXX, COSITA LA XXXX	2014-06-11	44,723
XXXX, COSITA LA XXXX	2014-06-23	47,949
XXXX, GEORGE	2013-07-14	52,092
XXXX, GEORGE	2013-07-14	52,178
XXXX, GEORGE	2013-10-16	77,864
XXXX, GEORGE	2013-10-22	79,027



Elected/Appointed Officials

- **Understand their goals/desires**

- No surprises
- Reliable service
- No complaints
- Support for initiatives
 - Safety, health
- Be careful with election support
 - May lose
 - Becomes an expensive proposition



Elected/Appointed Officials

- **Strategies**

- Educate!
- Regular meetings
- Annual briefings
 - Agency performance & milestones
- Participate in their projects
- Offer ride alongs
 - And invite media coverage
- Inform of large events/happenings





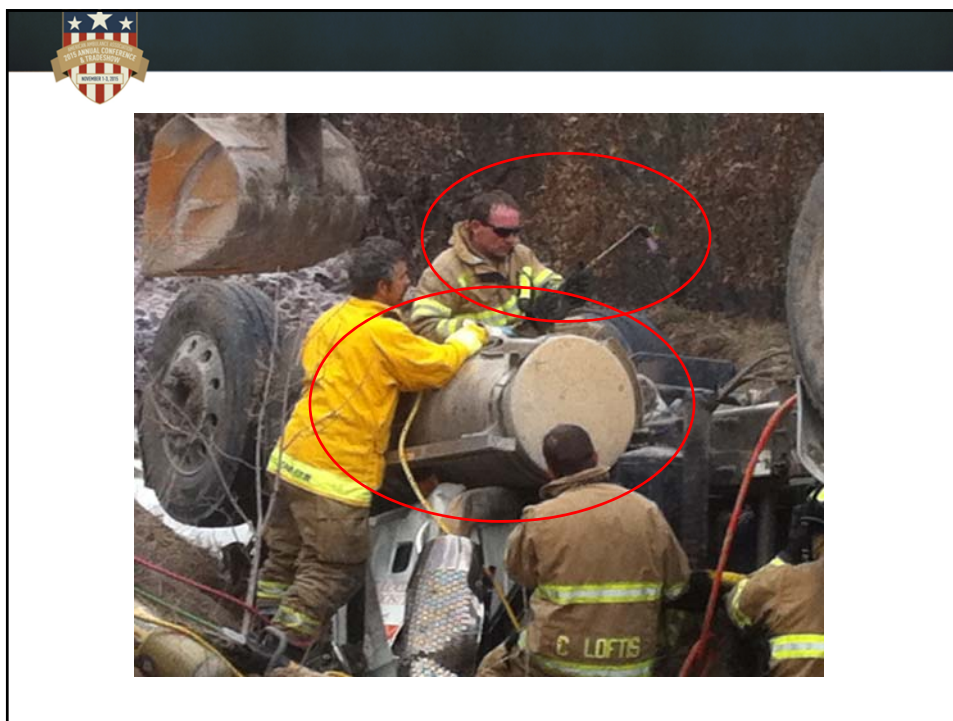
Congressional Ride Alongs




Co-Responders

- **Cooperate – not compete**
 - Collaborate
 - Everyone wants to be the Alpha
- **Crew interface with field personnel key**
 - BE NICE!
 - Do not argue or embarrass








Co-Responders

- **Strategies**
 - Regular meetings
 - Cooperate on large scale events
 - Drills for the unthinkable
 - MCI, Active Threat
 - Joint training
 - Initial and CE
 - Joint media releases/events
 - Recognize extraordinary efforts
 - In front of their peers
 - Ride alongs
 - Supervisor to supervisor
 - Field to field





Backing the Blue!



Local Businesses

- **Supplier relationships**
- **Often similar missions/needs**
 - Community development
 - Annexation & transportation issues
 - Business/regulatory environment



Local Businesses

- **Strategies**
 - Join Chambers of Commerce (ALL of them...?)
 - Consider leadership role/membership
 - Participate in committees
 - Rotary club memberships
 - Use local vendors when reasonable and practical
 - Leadership programs
 - Often Chamber-based
 - Connections & networking



Regulators

- **Trust – Trust – Trust**
- **They need to know and trust you**
- **Compliance with regulations**
- **Look to you for feedback/ideas**



Regulators

- **Strategies**
 - Be open and transparent
 - Participate in committees
 - Help support legislative initiatives
 - Invite the oversight
 - Make suggestions/ideas for improvement
 - Notify of major events/happenings



From: Schmider, Joseph (DSHS)
Sent: Wednesday, June 17, 2015 9:46 PM
To: Dudley Wait; Ryan Matthews; Matt Zavadsky;
Subject: EMS compact

Governor signed EMS compact today, thanks for all of your help and support!

Joseph Schmider
Texas State EMS Director
Office of EMS/Trauma System



From: Schmider, Joseph (DSHS) [mailto:Joseph.Schmider@dshs.state.tx.us]
 Sent: **Friday, October 16, 2015 12:41 PM**
 To: Matt Zavadsky
 Subject: Question

Hi Matt
 I hope this email finds you well planning for a great weekend!

I know I should be able to get the answer for my following question here at DSHS, *but I want to make sure the answer is correct, so I am turning to you.*

Does anyone at the State level regulate paratransit vehicles? I am being told that it is a local issue and not a state issue. Is that correct?

Thanks and sorry to waste your time on this issue.
 Take care
 Joe

Joseph W. Schmider
 TEXAS Department of State Health Services
 Office of EMS/Trauma System Coordination
 State EMS Director



Media

- ***“Never argue with someone who buys ink by the barrel!”***
- **They can make or break you**
- **One of the hardest relationships to maintain**
- **Constant balance**
 - News need vs. patient privacy





Media

- **Strategies**
 - Know them!
 - Introductions/education
 - Be available
 - Answer the phone/e-mail
 - Make information available
 - Paging newsworthy events
 - Twitter feeds
 - Don't block monitoring radio traffic
 - Regular press releases/briefings
 - Media appreciation events



General

- **Citizen's EMS Academy**
 - Create ambassadors!
- **Community Advisory Board**
 - Local leaders to receive briefings on your agency
 - Seek feedback on additional partnership opportunities
- **E-Mail distribution lists**
 - Information on you
 - Information on the industry
- **Encourage employee volunteerism**
 - “Standing Army”



Reports from the Field...

- Ideas/suggestions from the Audience...



Thank You!

Scan to request a
copy of the
presentation...

