It’s All About Relationships!

Cultivating Partnerships with Key Stakeholders

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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?  Who You Need!

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
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

Mork
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 in MedStar!!

Warm regards,
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
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

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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
Back to 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
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...