



DEVELOPING A NEW PATIENT-CENTERED VOLUNTEER PROGRAM DURING A PANDEMIC

A Presentation by

Amy Lionheart, Kathleen Hearty, John Mahoney, and Nancy Sheehan

3/10/2022

TODAY'S BREAKOUT SESSION SPEAKERS



Nancy Sheehan is Manager of Volunteer Resources at Vassar Brothers Medical Center. She has extensive experience in volunteer administration, teaching and case management. She has served the organization for 11 years.

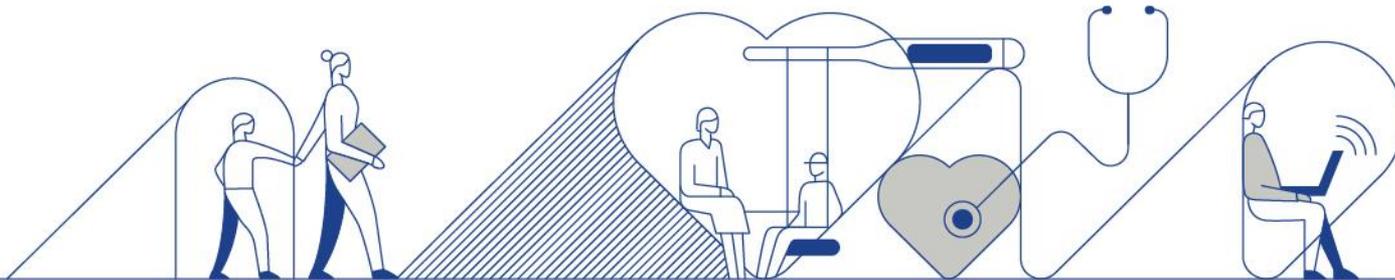
Amy Lionheart is Network Manager of Volunteer Services for Nuvance Health Connecticut Hospitals. She serves as Chairperson of the Volunteer Work Group at the CT Hospital Association has been with the Network for almost 6 years.

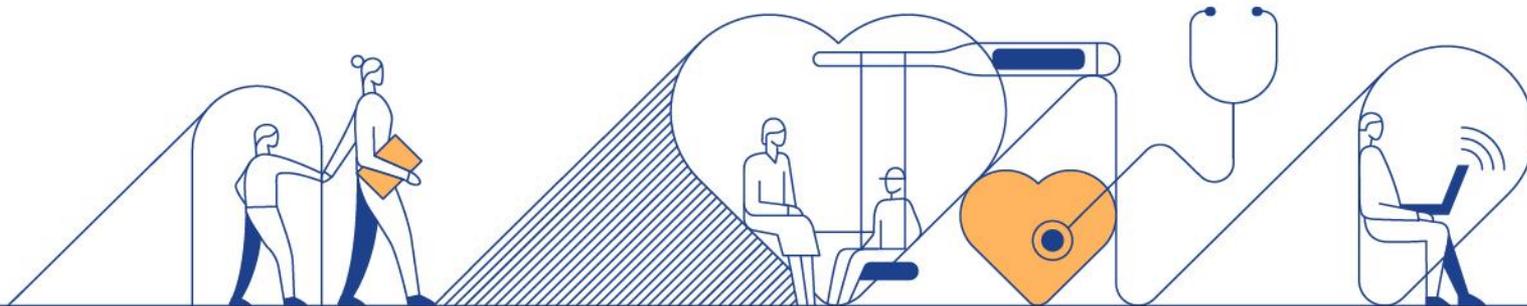
Kathleen Hearty is Assistant Manager of Volunteer Services & Patient Experience at Danbury & New Milford Hospitals. In addition to Volunteer Services, she has worked in the Emergency Department, and was an Army medic. She has served the hospital for 14 yrs.

John Mahoney is Manager of Volunteer and Guest Services and oversees the Gift Shop at Putnam Hospital Center. He has proudly served the hospital for 23 years. John has experience in mental health and pharmacy as well as volunteer services.

TODAY'S AGENDA

- Nuvance Health: Who We Are
- Our Mission and Vision
- Our Why
- Modeling The Peer-to-Peer Support Role After Our Goldstone Caregiver Center's Caregiver Coach Volunteer Program
- Tips for Program Success
- Special Considerations In Volunteer Recruitment
- Marketing The Program
- Best Practices
- Process Flow
- Volunteer Training Curriculum
- Importance of Cultural Diversity
- Q & A

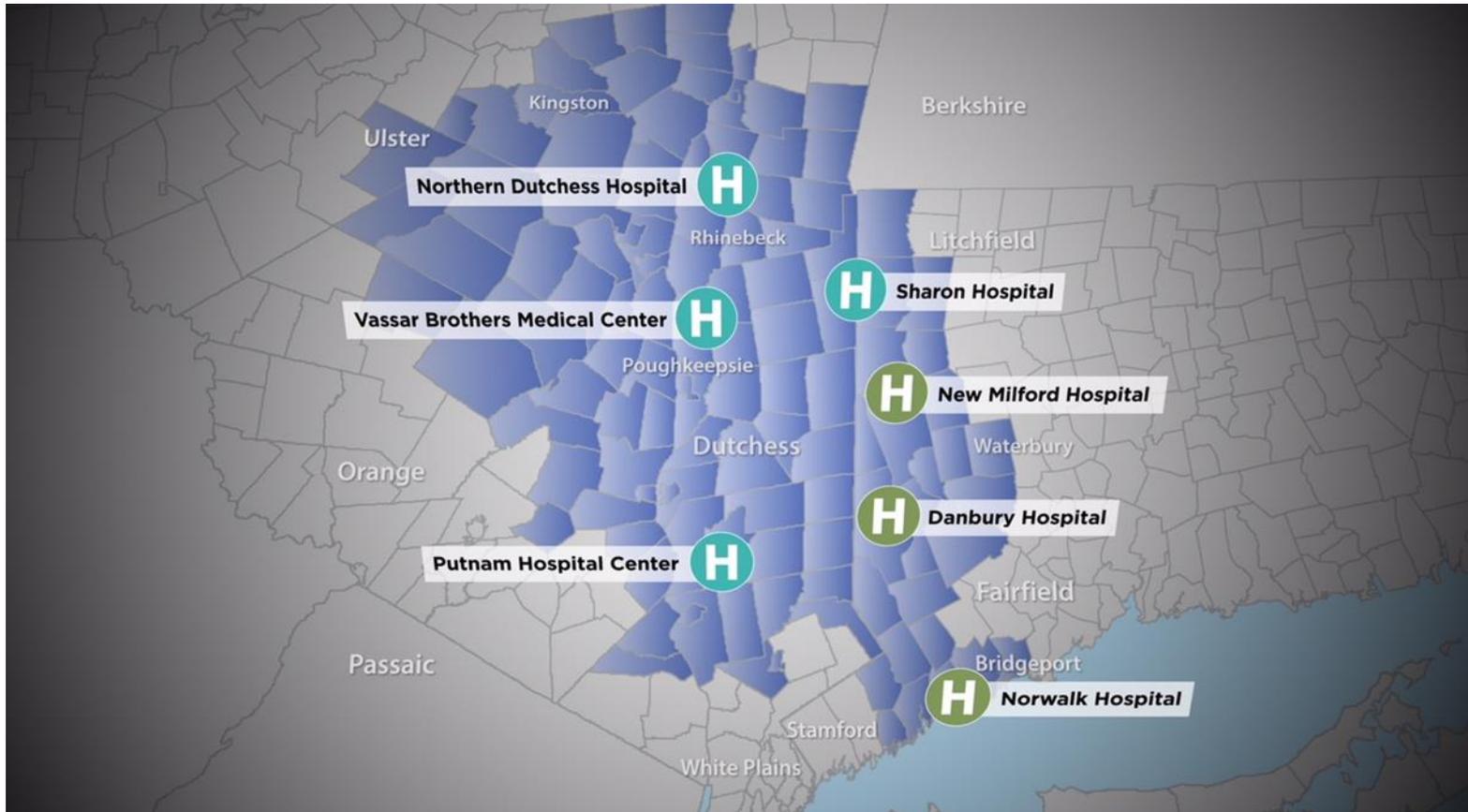




Who We Are



NUVANCE HEALTH SERVES 1.5 MILLION RESIDENTS ACROSS TWO STATES





MISSION OF THE VOLUNTEER SERVICES DEPARTMENT

Our Mission is to assist the Network in achieving the impossible, being agile, pivoting to support our teams through the efficient delivery of excellent, innovative and compassionate care. We provide volunteer programs and services that will enhance relationships with both internal and external customers and aid in reducing patient isolation and increase patient satisfaction.

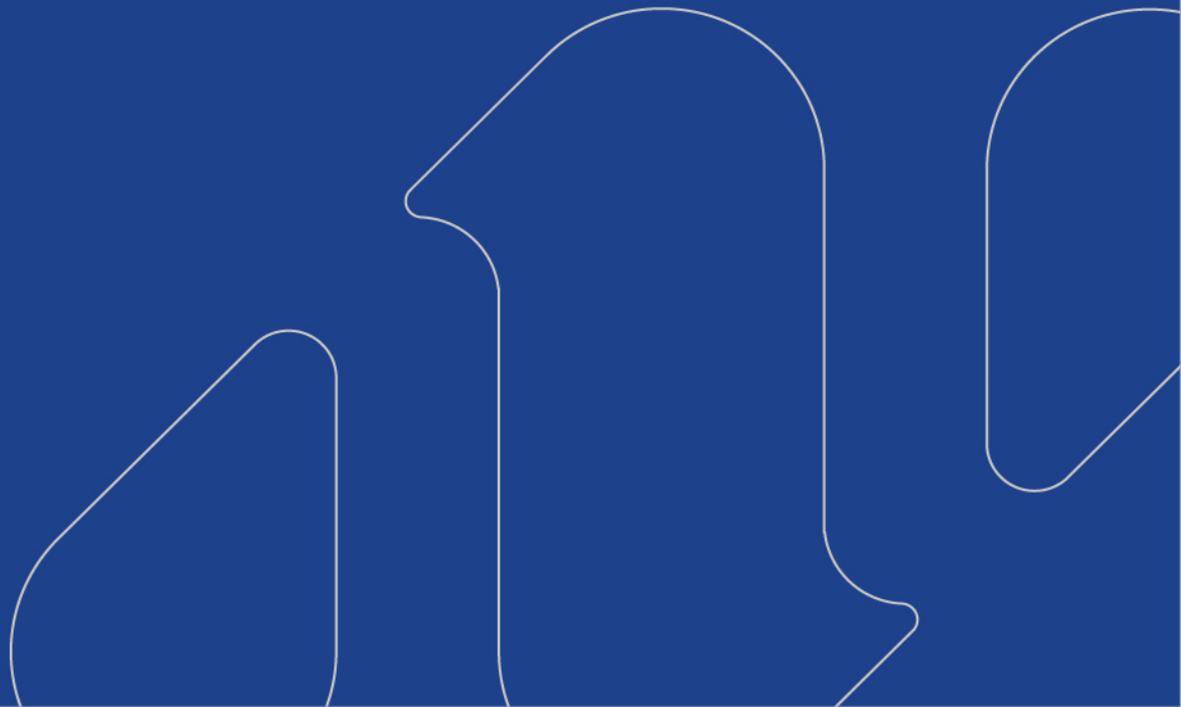
OUR VISION

The Volunteer Services Department at Nuvance Health will be the preferred place to volunteer in our area as our volunteers serve as partners in health for the communities we serve and will be among the most respected providers of hospital volunteer services in the region.



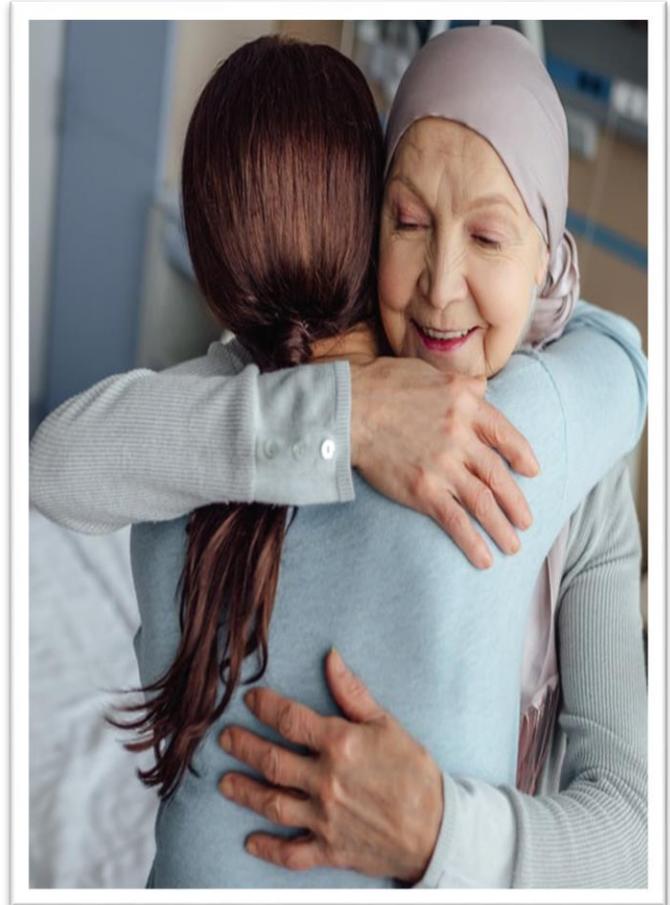


Examining Our Why



PANDEMIC RESPONSE

- At the beginning of the pandemic, we quickly learned that patients were unable to visit with their loved-ones in-person
- We needed to produce a method for patients to communicate with their caregivers
- We developed a system where we all pitched in to make phone calls to patients within our hospital
- We then narrowed it down to patients with three or more days of stay; length of stay is important in determining risk of isolation



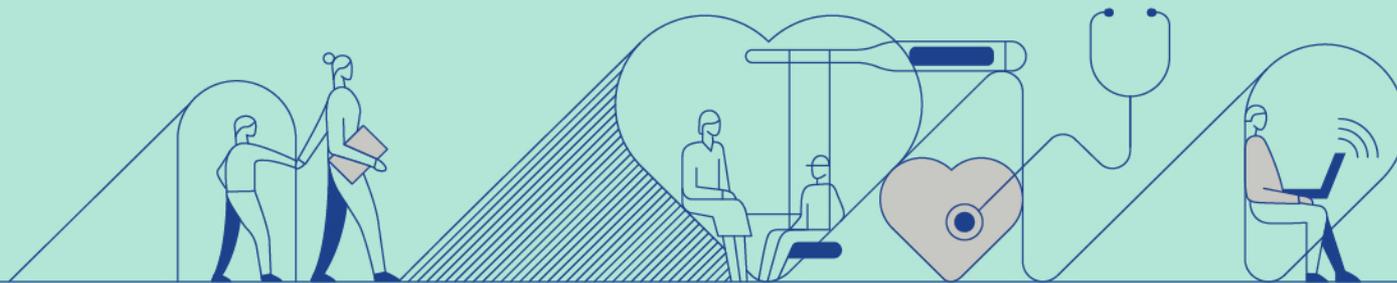
Peer-to-Peer Program Goals

- Provide support to patients while in the hospital
- Offer support to outpatients in need
- Provide linkages to local and national peer support groups
- Disseminate literature on best practice resources

- Focus on patients within our three institutes/service lines:
 - Cancer Institute
 - Heart and Vascular Institute
 - Neuroscience Institute

- Extend support to others outside the three institutes, such as new parents, those dealing with mental health issues, addiction, palliative care patients, families of patients seeking advice, etc...

THE GOLDSTONE CAREGIVER CENTER CAREGIVER COACH VOLUNTEER PROGRAM



THE GOLDSTONE CAREGIVER CENTER

The Goldstone Caregiver Center and its programs are designed to promote the well-being of the caregiver through compassionate support and a healing environment.

The Center is designed to meet the needs of individuals who are the primary source of providing care for a family member or friend.

Caregiver Coaches strive to make a connection with the caregivers they encounter throughout the hospital and in the Center, utilizing supportive communication techniques to assess and provide what the caregiver needs at that moment.





**If you want to lift yourself
up, lift up someone else.
*-Booker T. Washington***





BEST PRACTICES WHEN ROLLING OUT A NEW PROGRAM DURING A PANDEMIC YEAR



TOGETHER...

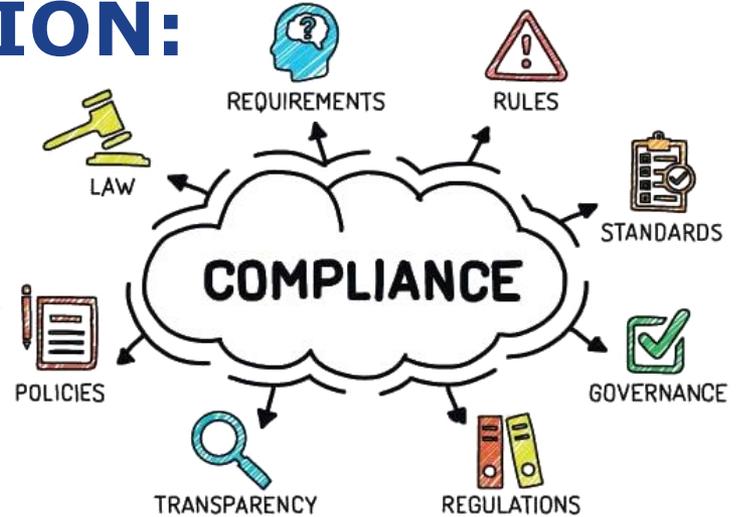
We are the Patient Experience

Every interaction a patient or visitor has with a volunteer shapes their perception of the care provided and the organization. You have the opportunity with every interaction to create an excellent patient experience!



LAYING THE FOUNDATION:

- Do your research first!
- Staff buy in is crucial
- Are we duplicating resources already available?
- Are your resources overloaded?
- Mitigate any potential risk before you fully execute the program

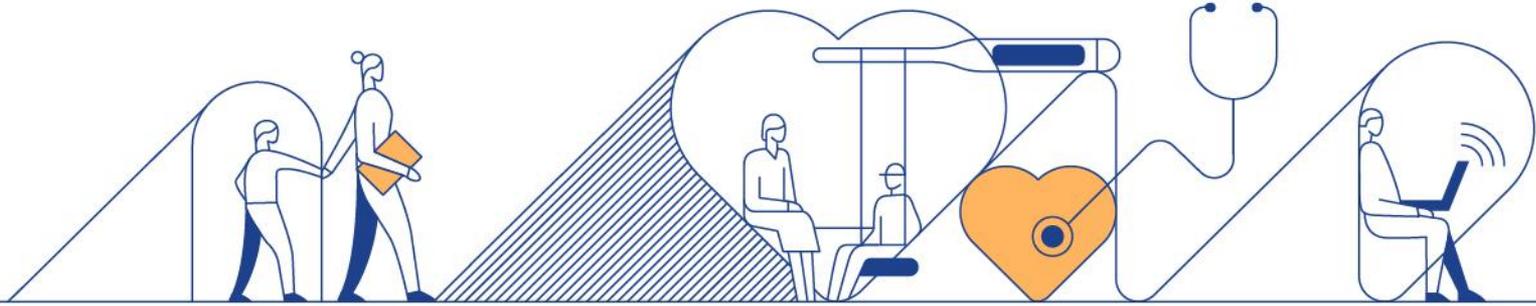


WHO ARE OUR STAKEHOLDERS?



TIPS FOR PROGRAM SUCCESS

- Start off small
- Maximize the strength of the team
- Reinforce that your work adds value to the organization and its stakeholders
- Set clear goals and objectives, but keep them realistic
- Start planning early! Time and manpower are an asset
- Don't get stuck in old routines; try to keep things fresh
- Keep it fun, it can be a great morale booster for current leadership



Advertising and Marketing Campaign



Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around. – Dr. Felice Leonardo Buscaglia “Dr. Love”



PEER SUPPORTER TESTIMONIALS



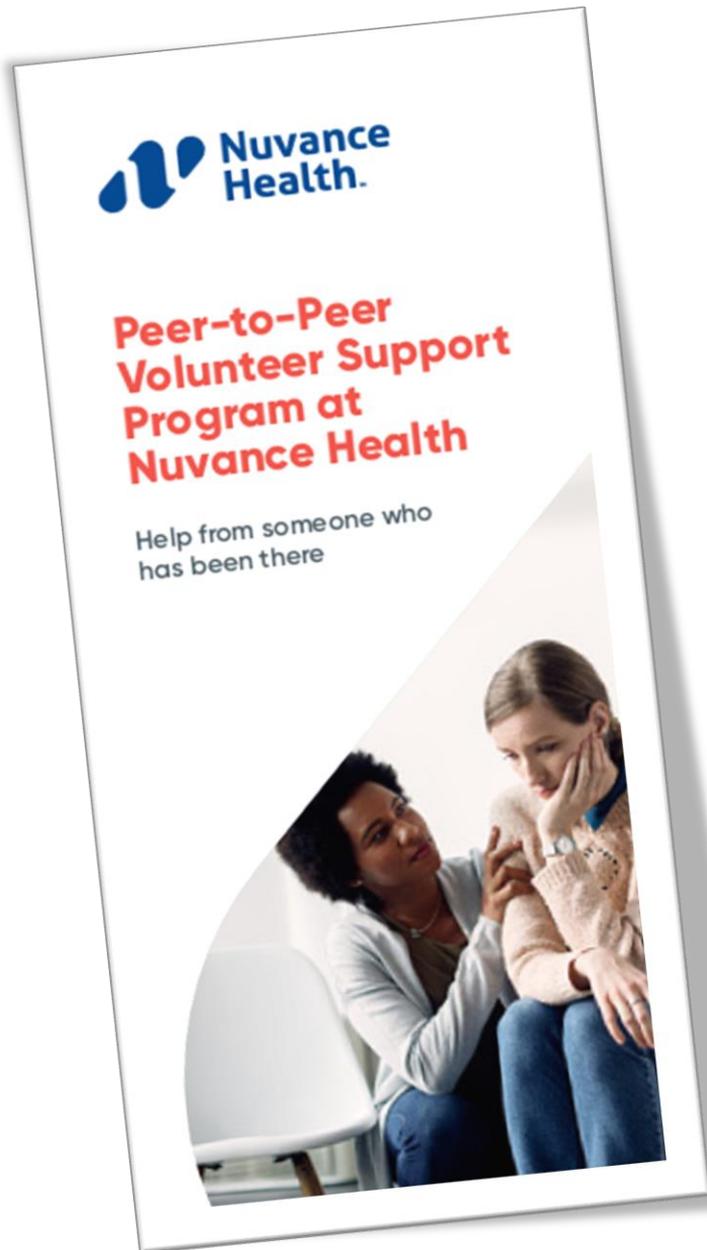
Julie Parker
Volunteer Caregiver Coach

THOUGHTS ON MARKETING

- Business cards, tent cards to leave at the bedside
- Postcard size advertisements
- Promote on community bulletin board posts/forums/local blogs
- Hospital social media accounts
- Telehealth while patients are awaiting their visit
- Advertise for volunteers via letter to the editors
- Engaging promotional video

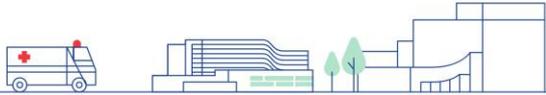


Sorry we missed you!
Interested in Peer-
to-Peer Support
from Someone who's
been there?
Call us at
845-230-1417



- Produce a brochure
- Create a local number for persons to call
- Inside signage for any closed-circuit televisions, you may have
- Ad on screen in the waiting rooms and PCP offices
- Screen savers on employee workstations
- Content/a page on your website
- Create FAQ
- A banner (strategically placed) visible to patients and families
- Link to page via hospital search engine

CREATE A COLLECTION OF PEER-TO-PEER BIOGRAPHIES FOR EACH SPECIALTY



Peer to Peer Support/Volunteer



Margaret Maraia

Caregiver Coach at Danbury Hospital

My Experience

I am a retired Elementary School Principal and former School Social Worker. After retirement, I decided to volunteer at Danbury Hospital.

Why I Volunteer

Becoming a volunteer was one of the best decisions I made during my five years of retirement. I have always enjoyed working with people and being involved in the helping profession. I was ready to pay it forward!

Volunteering has taught me so much more, from broadening my knowledge, to meeting new people, all while being in a supportive, caring community of professionals. I wanted to share with you a little more about me so that we can get to know one another.

How to Contact Me

To contact me, please reach out to Volunteer Services via email at peersupportvolunteer@nuvancehealth.org and please don't hesitate to ask for me!



Peer-to-Peer Support/Volunteer



Christine Forman

Neurosciences Peer Support Volunteer at Vassar Brothers Medical Center

My Experience

A few years ago, I found myself in a hospital bed as a patient instead of standing next to it providing care as an RN. I woke up one morning and had numbness in my lower back and right leg that seemed to come out of nowhere. We're all going to get something, and MS has come to stand for "my something." I have spent a great deal of time applying my nursing knowledge in trying to understand multiple sclerosis, its causes and treatments.

Why I Volunteer

I am offering to be a peer-to-peer supporter because I know how a diagnosis can affect you physically and emotionally. It can feel overwhelming, but it doesn't have to be, and you don't have to go through it alone. Helping others and having an impact on their overall well-being is why I became a nurse.

How to Contact Me

Volunteering in this capacity is my opportunity to give back and be who and what I needed at that time. Please feel free to reach out to me via email at !





VOLUNTEER RECRUITMENT

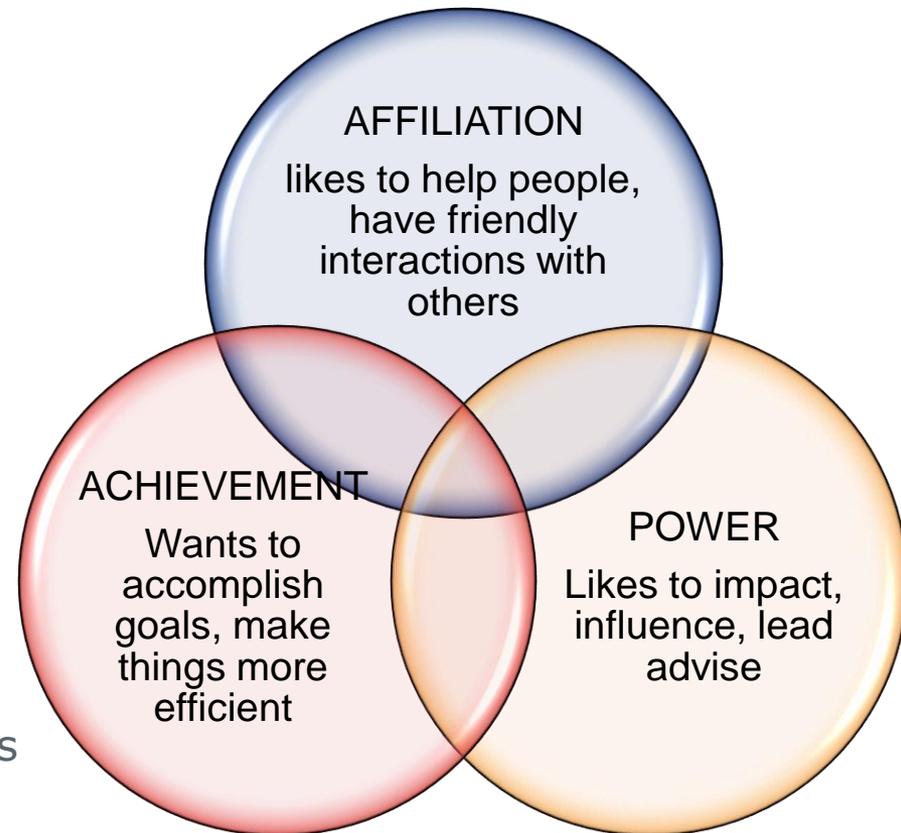


ONE OF THE LARGEST PIECES OF THE PUZZLE – VOLUNTEER RECRUITMENT

- You'll want to tap into volunteers based on their motivations. Just because someone wants something, doesn't mean they will act on it.
- Express how rewarding it will be for them to trade their time, energy and expertise to "pay it forward" for a sense of purpose and an opportunity to leave their mark on society
- Don't fail underestimate the potential in all the people you know.
- Use your job description and an elevator speech to communicate value to prospective volunteers

SPECIAL CONSIDERATIONS IN VOLUNTEER RECRUITMENT FOR PEER-TO-PEER SUPPORT

- Wasting a volunteer's time is far worse than paying someone to have nothing meaningful to do
- No volunteer is too important or too skilled not to benefit from ongoing education and training
- Volunteers are not social workers; miracle workers or magicians evaluate whether a patient is appropriate to be matched before connecting the patient or family members and a volunteer
- Volunteers don't have caseloads; this is a case management term and it's important to make this distinction



DEVELOP A JOB DESCRIPTION

OBJECTIVE: To develop a supportive relationship that is consistent, caring and respectful to program participants; to help build patients' competence and confidence by listening, guiding, and supporting them by sharing lived perspective; to provide referral information, when necessary to additional supportive services within the Nuvance Health and greater community. The role of the Peer-to-Peer Volunteer is to provide just in time and longitudinal emotional support for those experiencing life changing illness or injury.

MAJOR TASKS:

- Provide emotional and informational support
- Attend the scheduled training session(s).
- Attend ongoing individual and/or group debriefing sessions
- Training and participation in these meetings are mandatory
- Abide by the program's policy on confidentiality of privacy of information.

Peer-to-Peer Volunteer Support Program

Are you or someone you know in need of support?

Patient to patient and family to family.

Free, confidential service for any patient or their family that may benefit from extra emotional support from trained volunteers that have been in their shoes.

Please offer this to any patient or family at any time during their care.

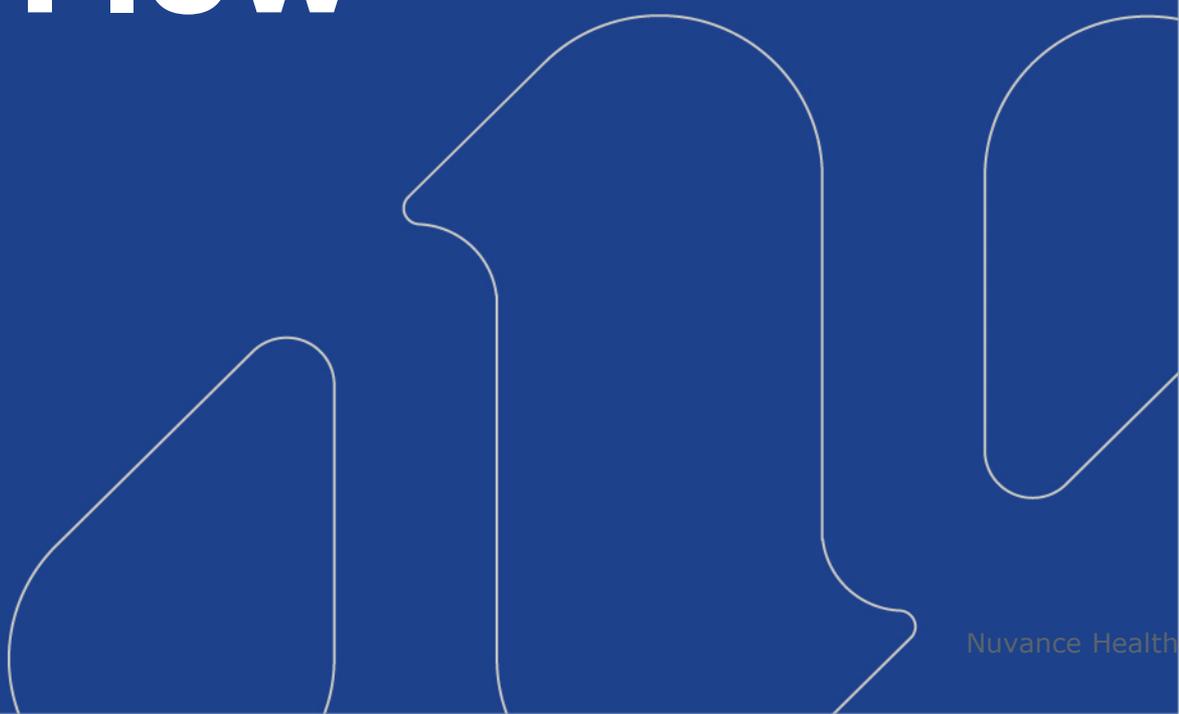
Please leave a message:
(203) 739-4411

Or email your referral to:
peersupportvolunteer@nuvancehealth.org

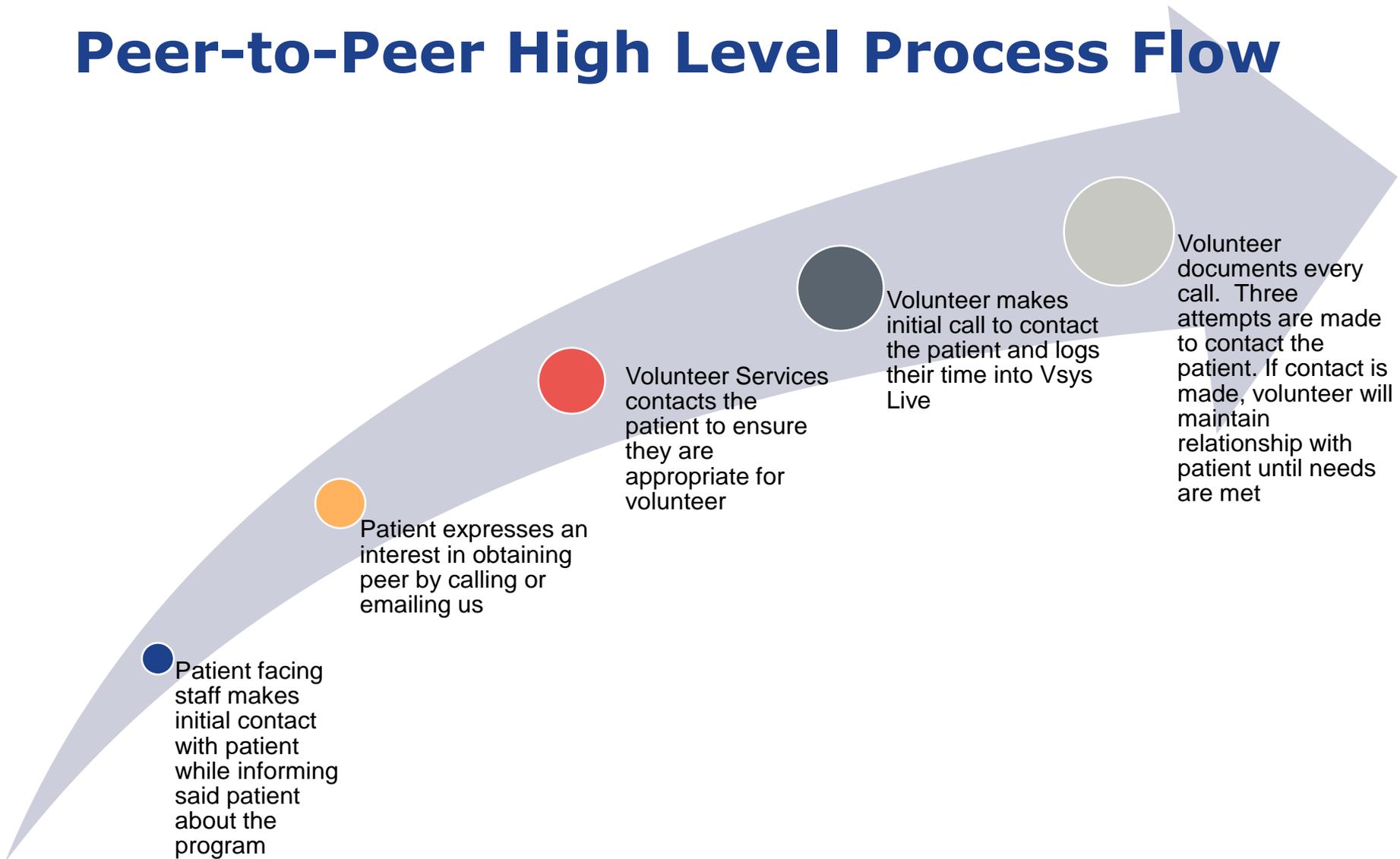




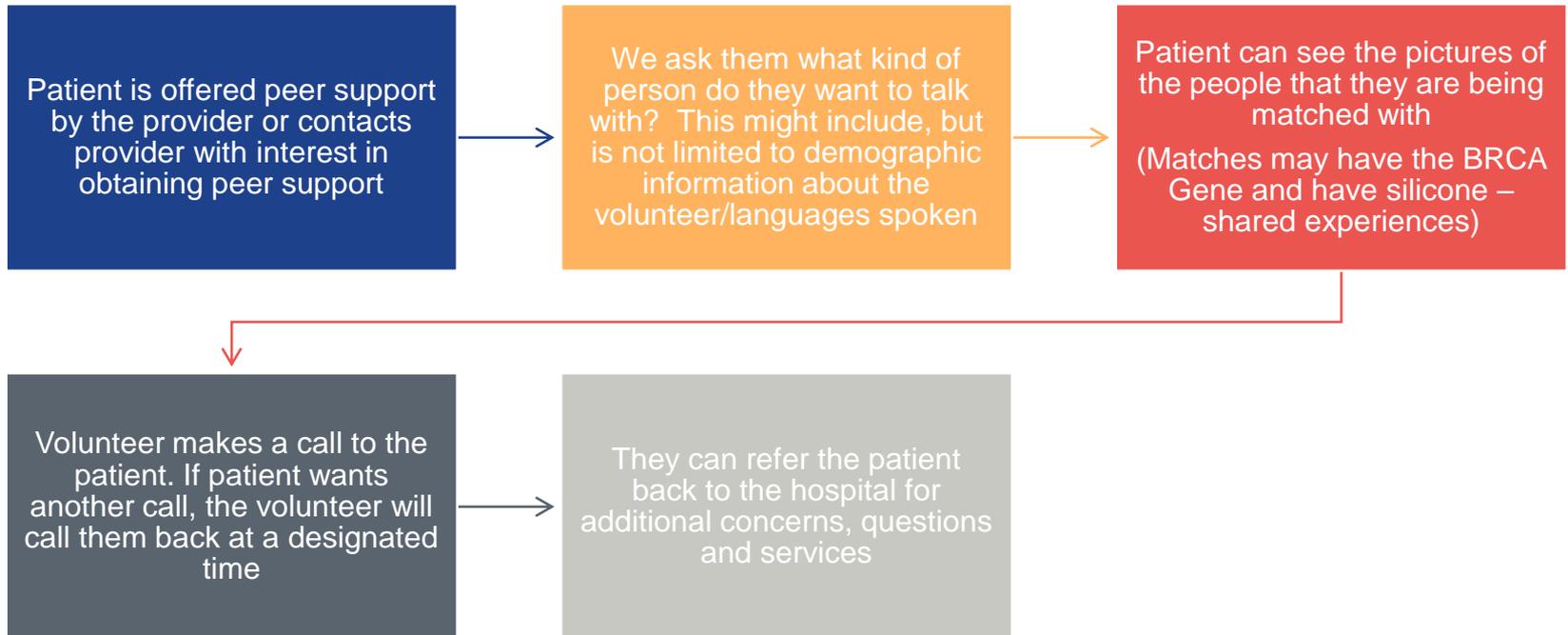
Let's Examine Process Flow



Peer-to-Peer High Level Process Flow

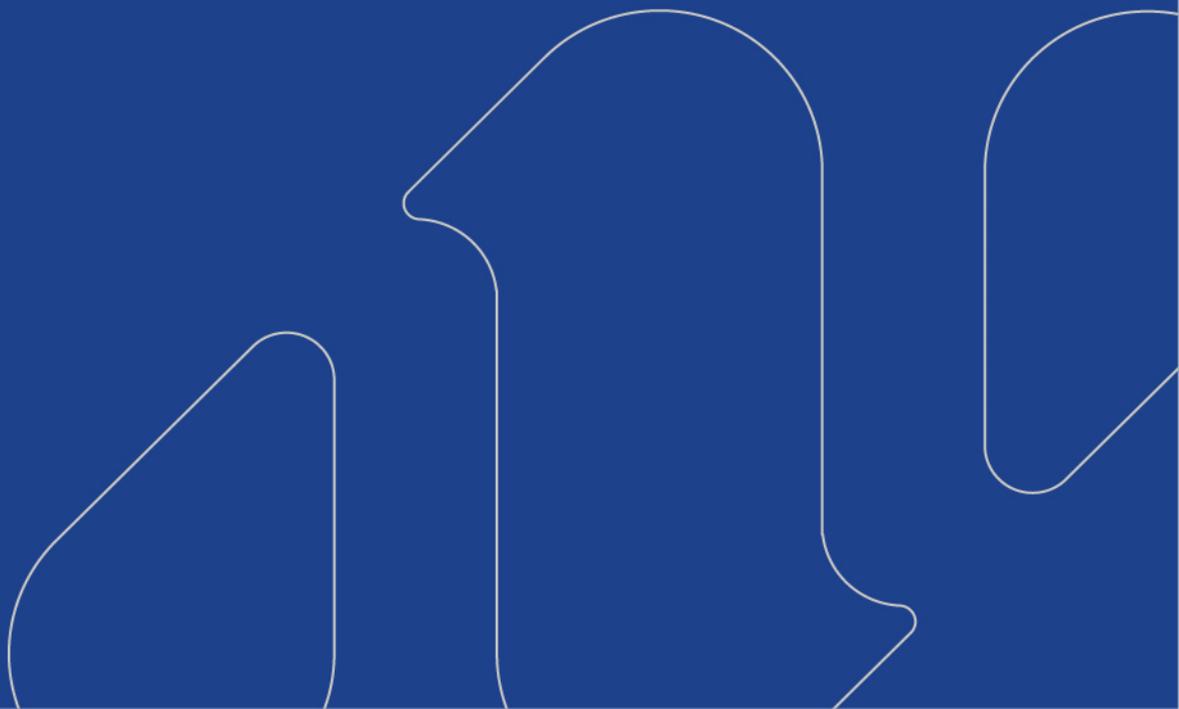


Process Flow – As Seen by Patient and/or Loved-Ones





Volunteer Training Curriculum



INITIAL TRAINING: WHAT IS INSIDE THE TOOL KIT



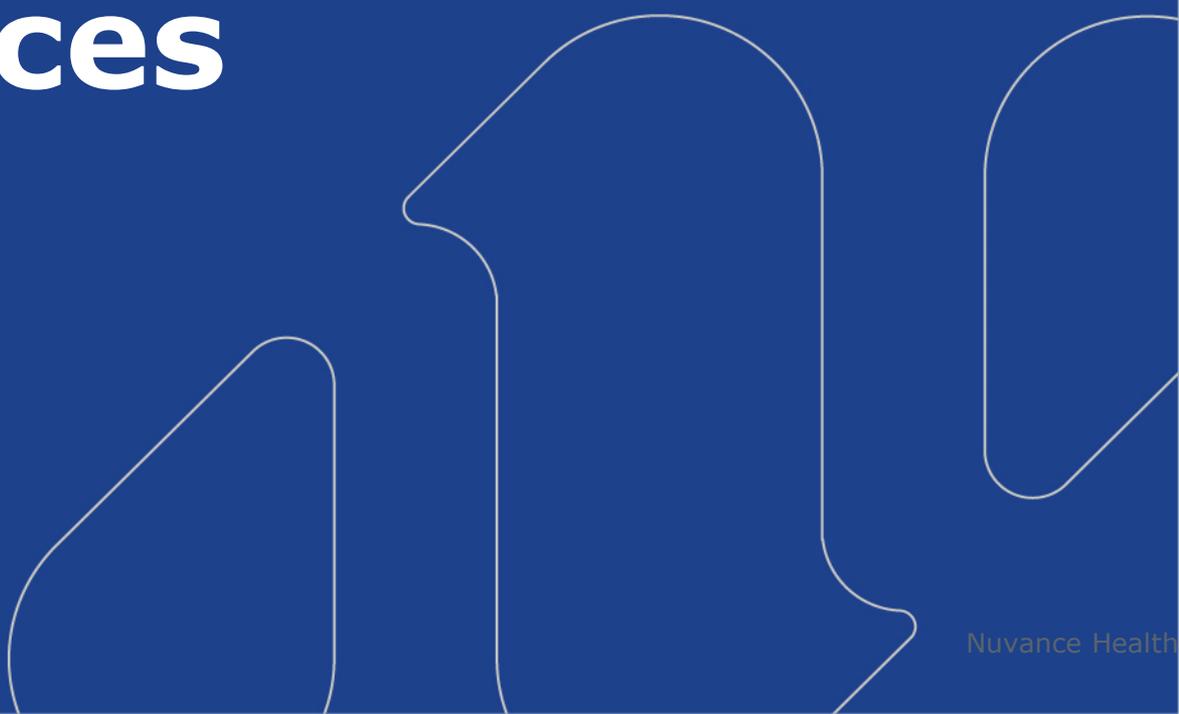
- Role of Peer Supporters
- Self-Awareness
- Cultural Perspectives & Sensitivities
- Communication
- Emotions
- Self-Care

Peer Supporters In Their Own Words





Honoring Religious and Cultural Differences



HONORING CULTURAL DIVERSITY



While developing this program we had to consider several factors

United States has:

- 45 million foreign-born residents
- 300 different languages

Fostering an atmosphere in which equal opportunity extends to every member of our diverse community

Providing “culturally sensitive care” to our patients can result in:

- More successful patient education
- Fewer medical errors
- Decreased medication interactions
- Greater patient engagement

EXAMINING THE CULTURAL ICEBERG- Sebastian Loppolo





Thank you!

amy.lionheart@nuvancehealth.org

nancy.sheehan@nuvancehealth.org

kathleen.hearty@nuvancehealth.org

john.mahoney2@nuvancehealth.org



We would also like to give thanks to Chaplain Lynn Crager, Director of Spiritual Care, the entire Nuvance Health Spiritual Care team, Patient Experience team and Miranda Dold, LCSW, Manager of the Goldstone Caregiver Center for their tireless efforts in attempting to bring this pandemic response to fruition.

You can reach them at

lynn.crager@nuvancehealth.org

miranda.dold@nuvancehealth.org

