

HOW WE WORK

Strengthening the Connection Between Hospitals and Their Communities

Through the HealthConnect initiative, hospital leaders get a strategic plan for community engagement. Our approach helps communities better understand local healthcare needs and build a realistic plan that supports long-term growth and sustainability.

HealthConnect helps organize and connect communities through elected officials, civic leaders, business influencers, and hospital stakeholders to evaluate the market and build a framework to assure their hospital will not only survive, but thrive.

Outcomes & Objectives

- Greater appreciation of the hospital's value within the community
- A deeper community understanding of the factors and forces affecting and influencing the hospital
- Ongoing, purposeful, and effective community engagement in activities to improve the health system
- Amplified contribution to the improvement of the community's economy and quality of life

Community Forum



Discovery



Launch

Progress





Discovery

Foundation Assessment

Build a data-driven understanding of hospital performance and community needs.

Outcomes

A documented baseline of hospital performance and community needs that guides focused strategic planning and identifies opportunities and vulnerabilities.

Scope:

- Explain HealthConnect's process for restoring trust and engagement
- Review hospital performance data and key indicators and analyze community statistics
- Identify and engage hospital and influential community voices to define:
 - What a healthy community looks like
 - What's missing to assure community health
 - Who is responsible for community health
 - What those leaders need to contribute effectively



Community Forum

Community Engagement Sessions

Validate findings and deepen shared understanding through direct community dialogue.

Outcomes

Unified insight from across the community, clarifying priorities, challenges, and opportunities while strengthening connection between the hospital and residents.

Scope:

- Convene community members and hospital leaders
- Facilitate focus groups on issues emerging from surveys
- Identify additional concerns and opportunities
- Distribute supplemental community surveys
- Conduct survey analysis to inform communications and outreach priorities



Launch

Strategic Alignment & Planning

Translate community insights into a clear, actionable plan supported by local stakeholders.

Outcomes

A collaborative, community-driven plan that outlines priorities, goals, and actions to support hospital growth, alignment with community needs, and long-term resilience.

Scope:

- Conduct the Citizens' Survey and broader community outreach
- Analyze survey findings to guide communications and outreach
- Define strategic goals based on community input
- Work with stakeholders to finalize the action plan



Progress

Implementation & Continuous Stewardship

Activate the plan and create ongoing accountability to track impact and strengthen engagement.

Outcomes

A sustainable management practice that increases community support, improves awareness and engagement, and drives greater utilization and expansion of hospital services.

Scope:

- Establish a task force to implement the plan
- Track and measure progress toward goals
- Hold regular progress meetings with leadership
- Execute the strategic plan across identified workstreams