

Improving Internal Communications at Tri-Area Community Health

TRI-AREA COMMUNITY HEALTH

CHC LEADERSHIP INSTITUTE LEARNING PROGRAM 2016-17

CAPSTONE TEACHBACK: JUNE 6 & 7, 2017



1. Focus

Improve our methods of internal communication.

2. Team

List the team members who worked on the project:

- Kayla Boyd, Finance Director
- Phyllis Nester, Human Resource Director
- Pat Moles, Operations Director
- Brenda Turman, Clinical Operations Director
- Debra Shelor, Executive Director

3. Need

Describe the specific need(s) your project aimed to address:

- A need for a comprehensive communication plan was identified through staff surveys, strategic planning surveys and employee comments.
- The Team chose to work on the objective: Improving Internal Communications at TACH.
- An inventory of needs and present status further defined current methods of communications (how), the types of communications (what), the audiences (who), the timing of communications (when), and where we are communicating.

4. Objectives

Describe the specific objectives your team aimed to achieve:

- Improve internal communications with staff.

5. Assets

Describe the key assets (people, systems, resources) your team engaged to help develop and execute the project:

- Current software systems such as network email, ADP, website, bulletin boards, telephones, best practices at other CHC's
- Website/Marketing Consultant

6. Action Strategies

Describe the key action strategies your team used or plans to use to execute the project:

- Research and evaluate communications platforms which would allow us to better target our various audiences. (**present stage**)
- Select a number of platforms to test or Demo.
- Implement and train on platform(s)

7. Team Development

Describe the team development activities (e.g. team building, training, technical assistance) you used to help equip the team for action.

- Team attends CHC Leadership Institute off site meetings and webinars.
- Team meets to work on Capstone Project.
- Occasional ice cream breaks

8. Testing & Refinement

Describe how your team refined its planned action strategies based on your experience with implementation:

- The project is in progress and no strategies have been modified to date
- Tests have occurred on ADP and Pioneer platforms.

9. Results to Date

Describe the results of your project to date, and any planned next steps:

- The Team is in the research and evaluation stage of their communications project.
- Progress on other areas of the communication plan include the launching of a new website April 2017

10. Lessons Learned

Describe your key lessons learned:

- The team will add a strategy to set a regular date and time to meet bi-weekly until the project is complete.
- Buy in from staff is important.
- There are many “best” practices in Virginia! – Share more!