

UPMC BEDFORD MEMORIAL: *Division/Business Unit Executive Summaries*

“As a regional hospital serving a small rural community, our mission is to treat all patients, visitors, and guests as if they were family. For us to accomplish this mission, we must have as our foundation the core belief that all people deserve to be treated with dignity and respect.”

— Roger Winn, President, UPMC Bedford Memorial

Ensure culturally competent care, member and residential services

- Annual Health Fair: Fair held at a convenient location that affords our entire community access to not only general screenings including lab, bone density, and hearing but also time to spend with physicians, clinicians, and specialists at little to no cost ensuring all have access to health care in Bedford County.
- Five Wishes Campaign: Provide advance directive information to the general public and employees through health fairs and within hospital to promote proactive conversations in families about end of life decisions.
- Health Literacy Programs: Education at community health fairs as well as in the hospital for employees to promote the understanding of health literacy concerns to both the general public as well as the health care providers.
- Cyracom: Wireless connectivity allows for hospital-wide accessibility for all patients regardless of their preferred language or special needs to ensure proper communication occurs between the patient and family and the health care providers.
- Palliative Care: Rooms renovated and enhanced to provide a comforting environment for not only the patient but also the family during the difficult end of life stage.
- Bereavement Tray Program: Tray of various snacks provided to family members to allow them to stay at the bedside of their loved one during the end of life stages.
- Telemedicine Development and Implementation: Developing access for patients to all specialties of care via telemedicine to ensure that regardless of the patient’s ability to travel they receive the highest level of care.

Recruit, develop, and retain a diverse workforce

- Employee-Physician Meetings: These meetings are held annually and set the direction of employee-based committees based upon the outcome of those employee meetings.

- Student Rotations: As the only hospital in Bedford County it is imperative that we open our doors to all the educational centers to ensure that the students pursuing health care careers have access to the necessary and important clinical rotations and internships to ensure a solid foundation for our future health care workforce of Bedford County.
- Chamber Business to Business Expo: As the fourth largest employer in the county and an integral part of the economic success of the county, we must represent ourselves and take a leadership role in the economic development of the county through the Chamber of Commerce.
- Town Hall Meetings: Ensuring our employees have a solid understanding of the organizational direction while at the same time offering an opportunity for open two-way communication about ideas and concerns for the organization in total.
- New Physician Recruitment Toolbox: Operating in rural health care requires that we have the ability to recruit solid long term physicians in all specialties to come and practice in Bedford County. The toolbox enables us to customize a package to the provider that communicates the match between provider interests and the many positives of our community.

Create an inclusive workplace

- Employee Engagement Committee: Committee chaired and run by employees focused on understanding the issues, concerns, and interests of our employees and allows development of programs and processes.
- Physician Engagement Committee: Committee chaired and run by employees and physicians focused on understanding the issues and concerns that are facing the physicians, and allows development of programs and processes.
- D&R Tips: Presentation of the Dignity & Respect Tips through various mediums including Inside Extra or bulletin boards or as table toppers bringing a continuous reminder of the simple easy steps that employees can take to create an environment of inclusion.

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- Department Spotlight Board: Taking the time each month to select one department to highlight and provide basic information on the role and operations of a department as well as to focus on the employees who bring the department to life each day.
- Dignity & Respect Pledge: Included in follow up orientation to ensure each new employee in the hospital is aware of the pledge and is given the opportunity to sign and make that commitment.
- Make-A-Wish Program: Employee-based community initiative where employee raise funds via bake sales and basket raffles to support a local Bedford County Make-a-Wish child.
- Employee Question Box: A box located by the employee bulletin board that allows employees to anonymously ask any question regardless of the nature or their need to know. The answer is posted on the bulletin board for all employees to reference.

Serve the underserved and disadvantaged while making a difference in the diverse communities we serve

- Hospital Day: Annual event in which all of our community is invited to the hospital for a day with free food, games, prizes, and shows for all generations. Other local civic groups and our healthcare partners provide information and demonstrations providing healthcare access to all members of our community. A means for all the physicians and staff of UPMC Bedford to thank our community for allowing us the opportunity to serve them.
- Chamber Involvement: A member of executive management group sits on the board of directors for the chamber and the foundation to ensure that the hospital mission is aligned with the Bedford County business environment providing the services necessary for our community.
- Youth Leadership Bedford County: Chamber project in which approximately 20 high school students are selected to participate in leadership development and work on a project that benefits the community in total. This program includes an entire month that is devoted to health and human services in the county.
- BASICS Bedford County: Chamber program to bring cooperation between business and the county education system allowing for

teachers to be placed in local business and allowing students to shadow potential career choices including health care as well as high school fairs held to learn basic skills necessary such as interviewing or resume writing.

- Junior Achievement Board Membership: Active involvement with the Junior Achievement Board as well as placement of numerous JA consultants in classrooms by several employees in the hospital ranging from executives to clinicians teaching at all levels from elementary to high school students about the role of business and health care in our county and the impact to the students as individuals.
- Groundhog Shadowing Day: Placement of dozens of eighth grade students into various departments of the hospital. This day allows the student the opportunity to explore a health care career that may be a long-term career option.
- Healthcare Career Panel: Panel opened up to all sophomores, juniors and seniors at all the Bedford County schools to come and ask various clinicians about what it is like to work in health care or the challenges to the career.
- Senior Challenge: Senior Challenge students are seniors in all Bedford County schools that at the beginning of the senior year have completed all the necessary credits to graduate. Seniors attend a local community college and also are placed in a local business that is aligned with their long-term career goals. Hospital allows for placement of all different health careers from clinical to administrative.
- Foundational Scholarship Programs: Administratively manage the scholarship process that is funded by the Memorial Hospital Foundation. Each year the Foundation provides scholarships to several individuals who are pursuing careers in health care and who agree to come and work in the Bedford County as a clinician.
- Multiphasic Lab Screenings: Programs are set up all throughout the county and offer basic panel of lab results to afford access for those without insurance to still at a minimal cost complete all yearly screening. Information is provided to the patient or to a primary care provider.
- Community Flu Program: Programs are set up all throughout the county to ensure access to flu vaccine to all the residents of the county at no or low cost reducing the spread of the influenza throughout the county.