MUSC
MEDICAL UNIVERSITY of SOUTH CAROLINA
Changing What's Possible

Annual Reporting

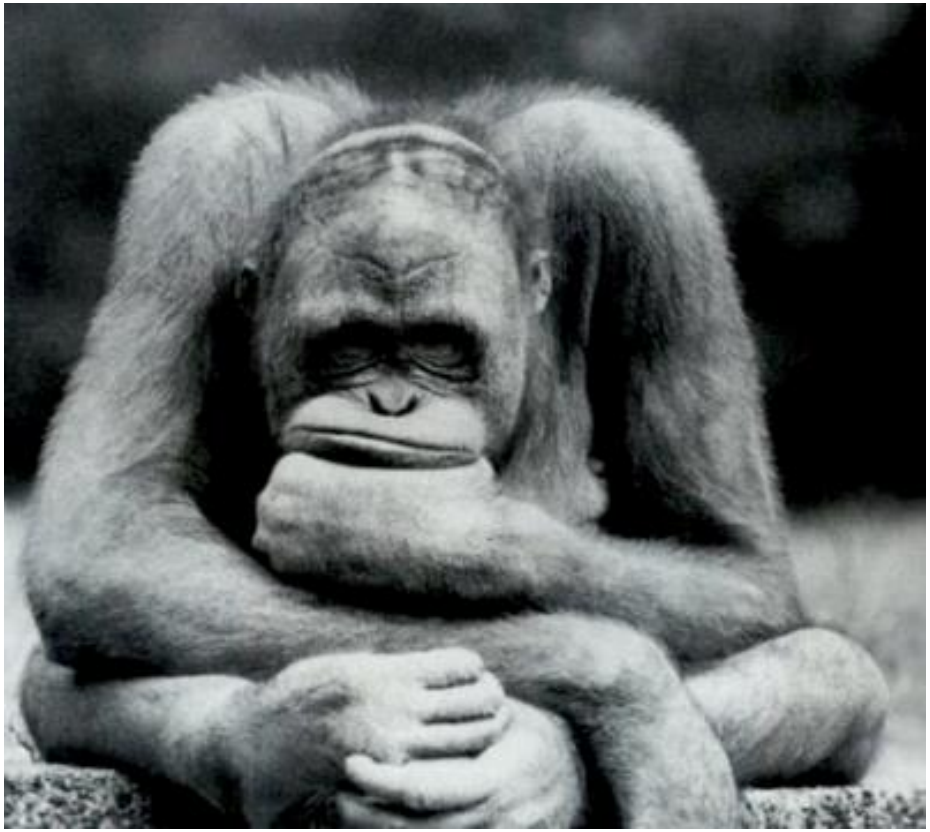
Kelly Hedges, CDVS
System Manger
Volunteer & Career Exploration Services MUSC Health

Today's Objectives:
Learn the tools you will need to create an Annual Report you can be proud of!

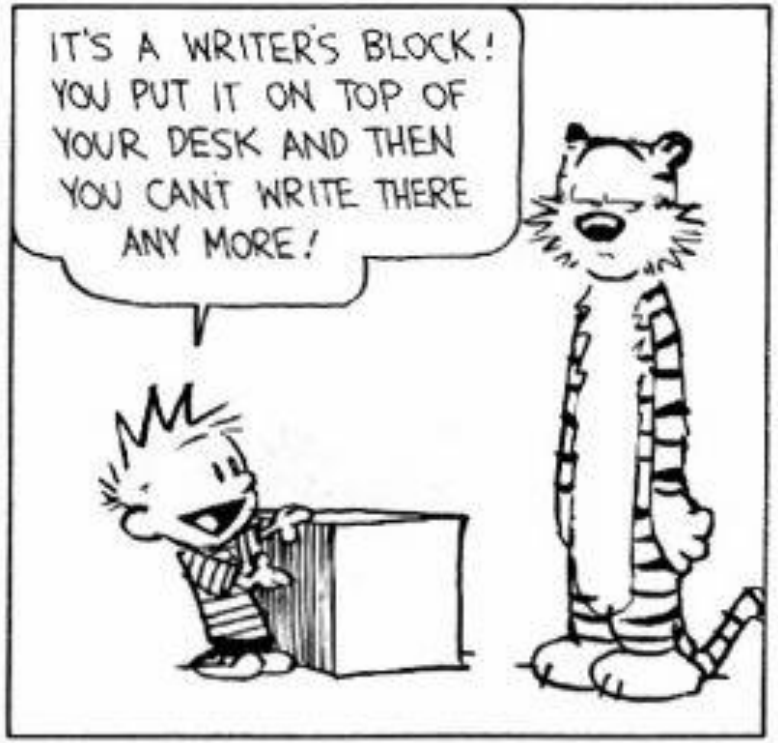
- ✓ The techniques of data collection
- ✓ How to align with organizational goals
- ✓ Highlight your departmental contribution to your organization
- ✓ Organize your data to showcase your department

So you've decided to create an Annual Report…

Look familiar?



Or maybe…


IT'S A WRITER'S BLOCK! YOU PUT IT ON TOP OF YOUR DESK AND THEN YOU CAN'T WRITE THERE ANY MORE!

Let's talk about **WHY** you really need to create that Annual Report

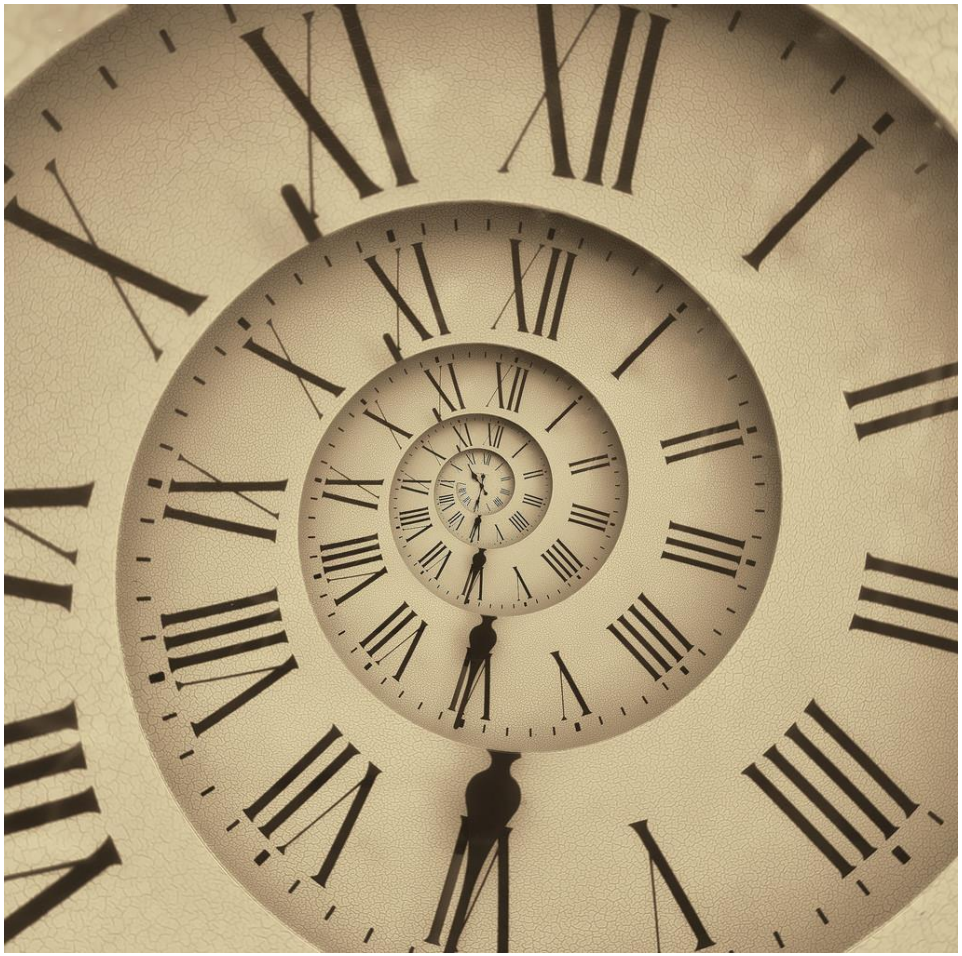
- Showcase the impact your department has on the organization
- Non-profit generating co$t center
- Highlight the contributions of your team

Two types of reporting structures

1) Traditional Annual Report
   - 10 plus pages
   - Very detailed information
   - Testimonials on department impact
   - Photos from throughout the year
   - Total overview of the program

1) Fact Sheets
   - 1-2 pages
   - Broad overview of the program
   - Highlights of annual ‘wins’

How to choose your type of report



LETS GET STARTED!

Step 1: Organization Alignment

Organizational Mission Statement:

“We preserve and optimize human life in South Carolina and beyond through education, research and patient care.”

What do we do?

"Maybe it's time to update our mission statement."

Step 1: Organization Alignment

Volunteer Services Department Mission Statement:

“Our mission is to provide the staff, patients, and guests of MUSC with volunteers that enrich the quality of patient care and clinical outcomes in an environment that offers clinical experience for the future healthcare workers.”

Step 1: Organization Alignment

What aligns between the two mission statements?

#1 Patient Care

#2 Education

#3 Optimize Life

Step 1: Organization Alignment

Vision Statement-what we aspire to become in 3-5 years

Step 1: Organization Alignment

"Vision 2025" Statement
-strategic plan

Our Goals:

- Patients & Families First
- Innovative Learning
- Healthy Communities
- Diversity & Inclusion
- Scientific Discoveries

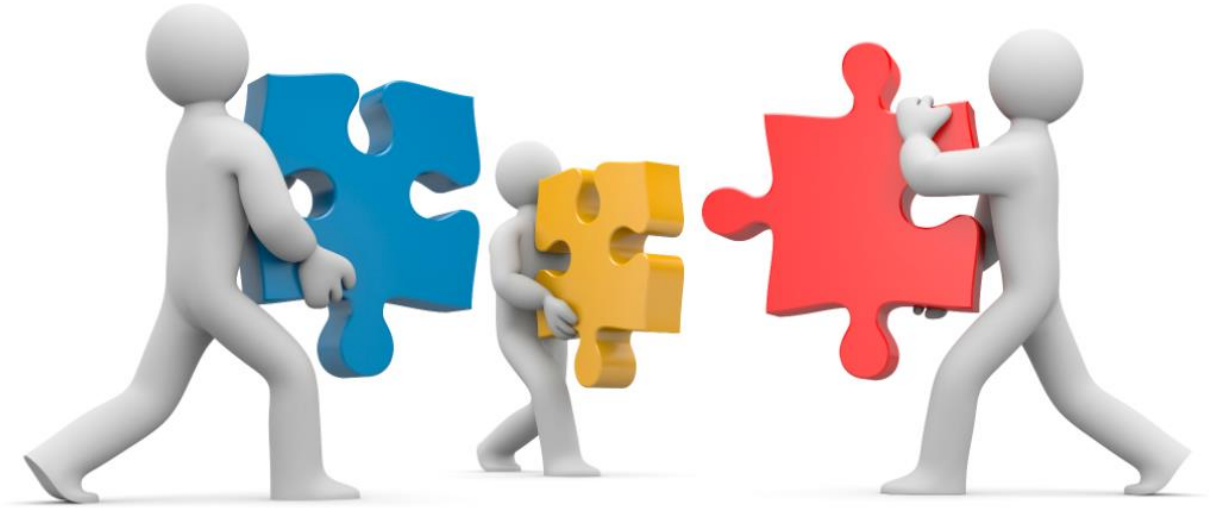
Step 1: Organization Alignment

Pillar Goals

Step 2: Data Collection

What do you want to highlight based on your mission, values and goals?

- Choose 5-6 main categories of impact
- Involve your team



Step 2: Data Collection

- GROWTH
- PATIENT EXPERIENCE
- FINANCE
- CONTINUING EDUCTATION
- COMMUNITY OUTREACH
- CAREER EXPLORATION

Step 2: Data Collection

Step 2: Data Collection

Growth-

- Did you contribute more service hours this year over last year?
- Did you expand services into new areas/facilities?
- Do you have new placements/jobs?

Step 2: Data Collection

Patient Experience-

The sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

- The Beryl Institute

HOW AM I SUPPOSED
TO QUANTIFY
THAT?!

Step 2: Data Collection

Patient Experience-

- Break it into sections
- What were your touchpoints that impacted the patient experience

Step 2: Data Collection

Patient Experience-

- Do you have Patient and Family Advisory Councils?
  - Are they serving on committees?

- Do you have Palliative Care Volunteers?
  - Are they doing legacy work?
  - Companion Visits?
  - End of life?

- Do you have volunteers with Chaplain Services?

- Did you transport patients this year?

Step 2: Data Collection

Patient Experience-

- How many visitor badges has your team distributed this year?
- How many floral deliveries and mail distributed?
- Do you have a courtesy golf cart?
- Do your volunteers valet cars?

Step 2: Data Collection

Patient Experience-

- Did you receive any in-kind donations this year?

- Do you have community crafters?

- Are you reporting out on their contribution?
  - Blankets, Pillow cases, Caps
  - Therapy Dolls
  - Comfort kits

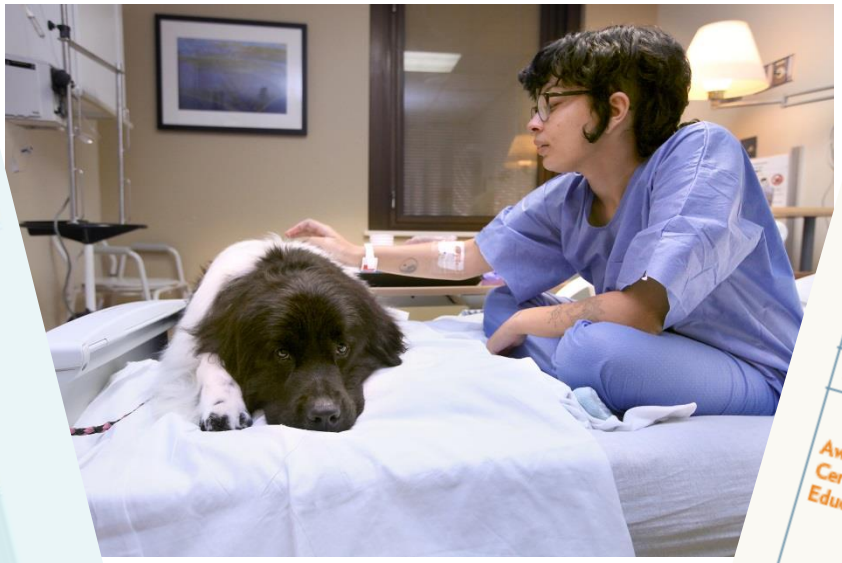
Step 2: Data Collection

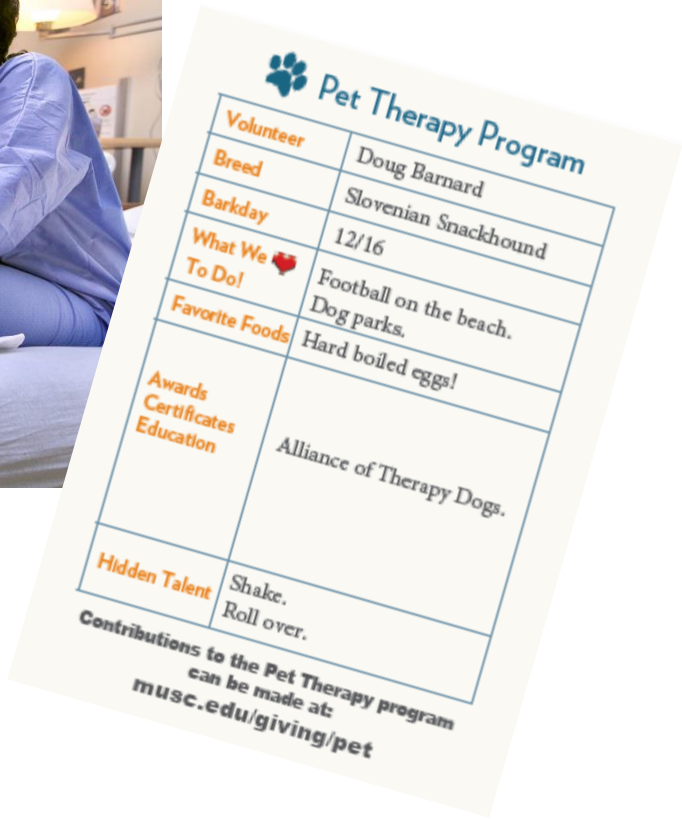
Patient Experience-

- **Do you host meals for your families?**
- **Do you provide a visitation program?**
- **Do you feed patients?**

Step 2: Data Collection

Patient Experience-





Pet Therapy Program

Volunteer	Doug Barnard
Breed	Slovenian Snackhound
Barkday	12/16
What We ♥ To Do!	Football on the beach. Dog parks.
Favorite Foods	Hard boiled eggs!
Awards Certificates Education	Alliance of Therapy Dogs.
Hidden Talent	Shake. Roll over.

Contributions to the Pet Therapy program can be made at:
musc.edu/giving/pet

- Do you have a pet therapy program?
  - How do you track that program?

Step 2: Data Collection

Finance-

- Did you hold any fundraisers this year?
- Did you donate any money to the hospital?
- Did you buy the hospital any equipment?

Step 2: Data Collection

Continuing Education-

- How many students did you help develop this year?
- How many students did you give scholarships to this year?
- How many of those students gained hours that allowed them to apply for post graduate studies
  - Physical Therapy, Pharmacy, Medical School, Advanced Practitioners
- Were any of your student volunteers selected to attend your college?

Step 2: Data Collection

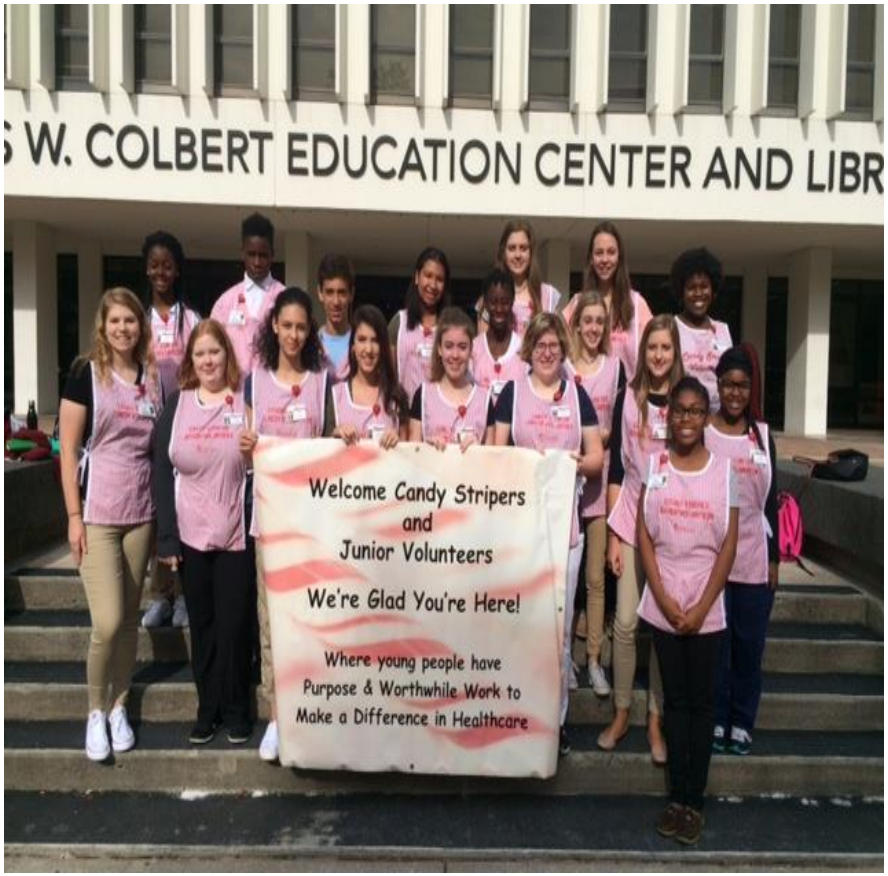
Community Outreach-

- Do you teach classes for the community?

- Do your volunteers work or host events as a team in the community?

- Do your volunteers participate in groups on behalf of the hospital?

Step 2: Data Collection

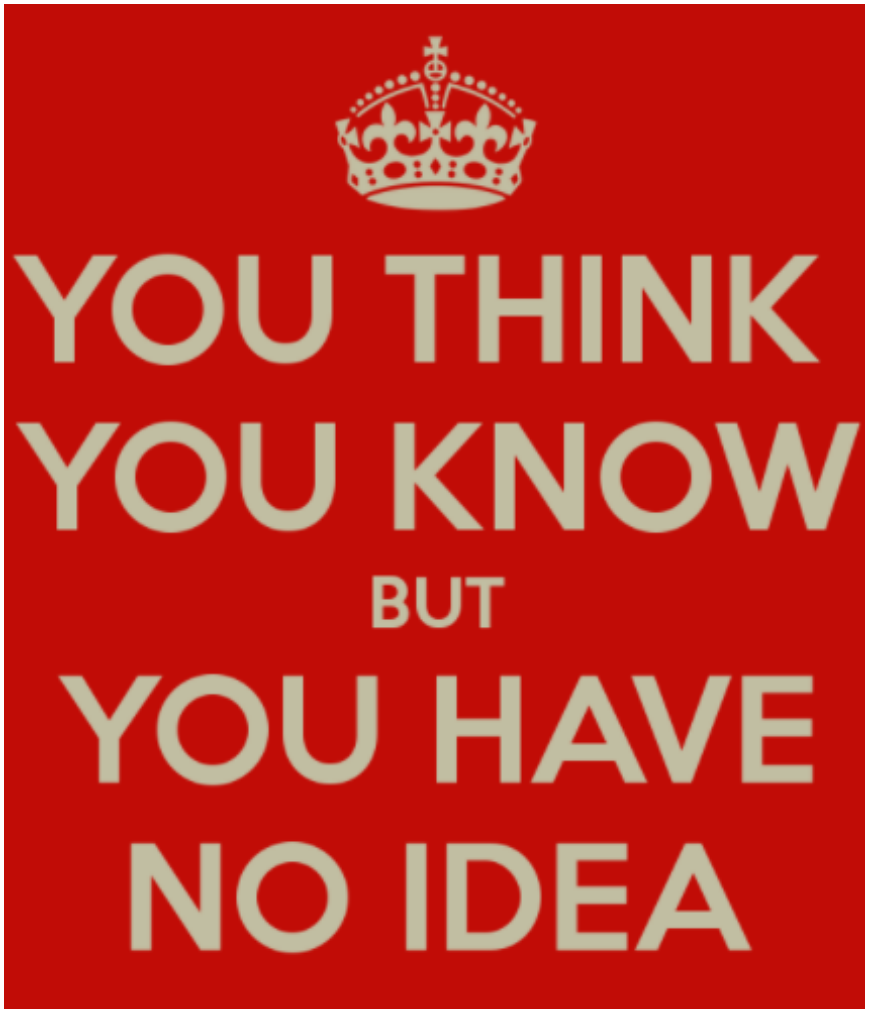


Career Exploration-

- Do you have junior volunteers?
- Do you have a summer Candy Striper program?
- Do you have a job shadowing program?

Step 3: Department Overview

Broad scope of your program impact. Why report the basic stuff?



- How many volunteers did you have over the year?
- How many hours of service were contributed
  - Inside the hospital
  - In the community
- Do you quantify those hours with an hourly rate?
- How many FTE's does that equal?
- How many new volunteers joined your program?

Step 3: Department Overview

- Job placement opportunities do you offer?
- Locations do you serve throughout your organization?
- Days a week do you offer service?

Step 3: Department Overview

Who are your volunteers?

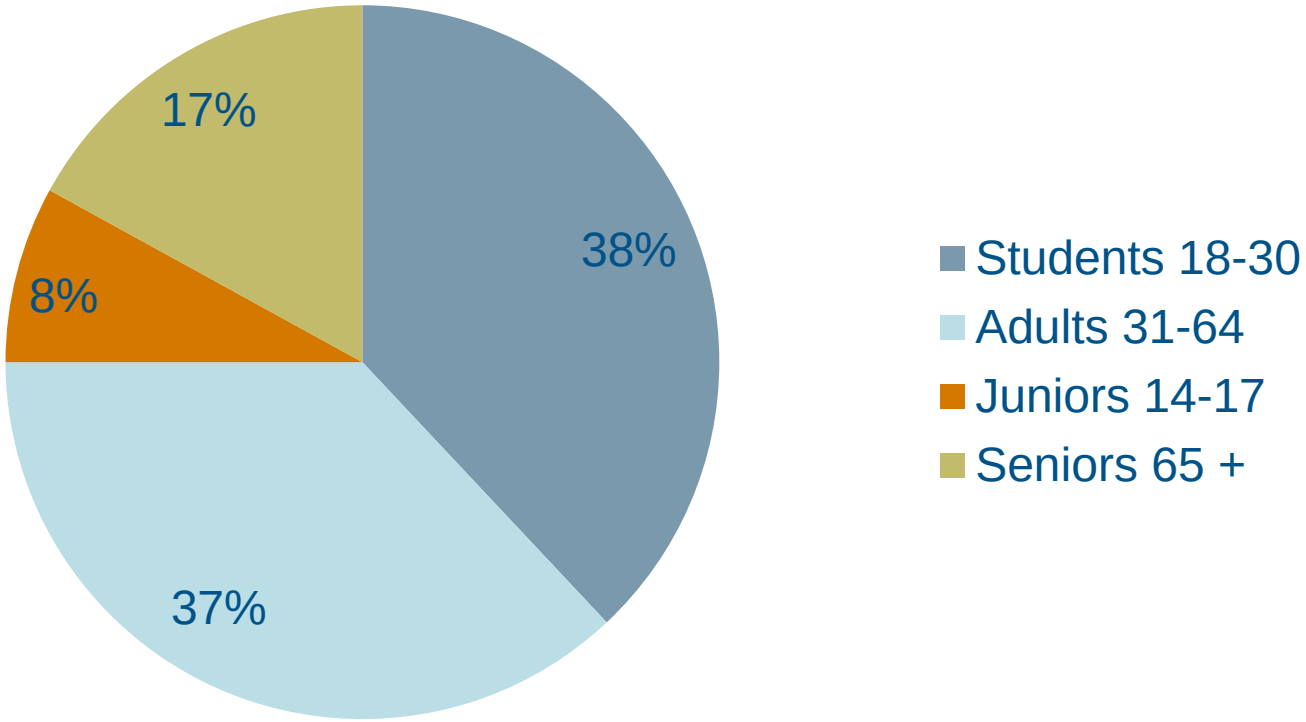
A pictures worth a thousand words…

Step 3: Department Overview

Who are your volunteers?

WHY is this this so important to highlight?

Demographics



Now you have all the tools you need to build your report!

Step 4: Marketing

- Showcase all your hard work
- Use as a reward and recognition tool
- Start with a word document compiling all your data
- Partner with marketing to create your report
- No marketing, No problem! Canva is FREE

Step 4: Marketing

Step 4: Marketing

Volunteer & Career Exploration Services 2022 Program Contributions

PATIENT EXPERIENCE

BEGIN WITH BOOKS PROGRAM
- 731 children were enrolled in books-by-mail program

FAMILY MEAL PROGRAM
- 1,677 meals served to our families
- 25 community partners prepared and served meals

HAPPY WHEELS
- 6,677 children received a toy or book from the Happy Wheels cart prepared by our volunteers

PATIENT AND FAMILY ADVISORY COUNCILS
- 72 volunteers contributed over 1,437 hours to enhance the patient experience and quality of care
- 6 councils: Adult, Institute of Psychiatry, Adult Ambulatory Care, Children's Health, Hollings Cancer Center, Youth Patient Advisory Council

PALLIATIVE CARE
- 30 volunteers contributed 1,938 hours to our patients and families through:
  - Companionship visits
  - End-of-life vigils
  - Legacy work
  - Massage Therapy & Reiki
  - Acupuncture

CAREER EXPLORATION

PIPELINE FOR EMPLOYMENT:
- 441 Career Exploration students received clinical experience through:
  - Job Shadowing
  - Observation
  - Clinical Sponsorship for higher education
  - Internships for college credit
- Program produced 10 MUSC Care Team Members and 85 MUSC students

SUMMER CANDY STRIPER/JUNIOR VOLUNTEER PROGRAM
- 21 Junior volunteers contributed 1,911 service hours
  - Participants were students ages 14-18 interested in health care careers
  - 11 high schools & 1 middle school were represented

COMMUNITY OUTREACH

ANGEL TREE PROGRAM
- 706 hours served by MUSC Care Team Members and community partners

COURTESY CART PROGRAM
- 21,798 families and staff served in partnership with Ronald McDonald House

CRAFT DONATIONS
- 10,944 hours of community service recorded making crafts for donation to our patients and their families
  - Therapy dolls, comfort kits, pillowcases, lap blankets, bonnets, and so much more

KIDS EAT FREE PROGRAM
- 20 volunteers served 2,860 meals as part of Community Nourishment Program

PARTNERSHIPS
- Provided career development opportunities for College of Charleston REACH students with intellectual/developmental disabilities
- Provided Canine Therapy teams to Attorney General and US Army prosecutors for SC child abuse cases
- Created K-9 therapy assignment for Charleston City Police Department to assist with mental health and trauma needs
- Provided Canine Therapy teams to local elementary schools for grief counseling

CANINE THERAPY CREW

- 89 volunteers and their Canine Therapists provided 12,372 hours of tail-wagging happiness for our patients, family, and staff
- 10,387 bedside visits provided
- $9,598 in philanthropy raised to support the program and its expansion
- 100+ hours of PAWsome Storytime available through the Get Well Network
- Canine Therapy teams participated in clinical research study on benefits of animal assisted therapy during occupational & physical rehabilitation

muschealth.org/patients-visitors/volunteers

Step 4: Marketing

Distribution-

- Start at the top and head down!
- Board of Trustees
- “C” Suite & Administration
- Interdepartmental customers
- Don’t forget your volunteers
- Display them in the office

LESSONS
LEARNED

- We waited far too long to create an annual report
  - "I had no idea!"

- The first year was, well, HARD!
  - Having a game plan
  - Budget time to create

- Involve your volunteers in the process

- Work ***all year long*** collecting data

QUESTIONS?

Founded in 1824 in Charleston, the Medical University of South Carolina is the oldest medical school in the South. Today, MUSC continues the tradition of excellence in education, research, and patient care. MUSC educates and trains more than 3,000 students and residents, and has nearly 13,000 employees, including approximately 1,500 faculty members. As the largest non-federal employer in Charleston, the university and its affiliates have collective annual budgets in excess of $1.7 billion. MUSC operates a 750-bed medical center, which includes a nationally recognized Children's Hospital, the Ashley River Tower (cardiovascular, digestive disease, and surgical oncology), Hollings Cancer Center (one of fewer than 70 National Cancer Institute designated centers), Level I Trauma Center, and Institute of Psychiatry. For more information on academic information or clinical services, visit www.musc.edu. For more information on hospital patient services, visit www.muschealth.org.