



Gifford Medical Center

Strategic Initiatives and Process for Public Participation

Identifying and meeting the community's health care needs would not be possible without input from the public.

Public participation

Gifford provides ample opportunities for the public to provide both input and actively participate in medical center activities. The Community Health Needs Assessment process, patient satisfaction surveys, community meetings, and one-on-one comments to hospital staff members, board members, corporators and volunteers help direct strategic planning and operational decisions. Gifford's volunteer board members represent a variety of communities served by the medical center. Board members actively participate and oversee the hospital's yearly operational and longer-term capital and strategic planning decisions. In addition, community members serve on hospital board committees, and the hospital's large group of corporators is kept apprised of medical center activities through Gifford's Annual Meeting, helps direct decisions, and elects new Board of Trustees members.

The medical center additionally offers substantial volunteer opportunities. Over seventy community members volunteer at the hospital and its community clinics. Volunteers generously give of their time at Gifford's gift shop and front information desk as well as serving as volunteer chaplains, who visit with patients at their bedsides. Volunteers provide office support and do activities with participants at the Adult Day Program and residents of the Menig Nursing Home. Other members knit hats for babies born in Gifford's Birthing Center; make quilts for newborns, nursing home, and cancer patients; and crochet prayer shawls for end-of-life patients.

The hospital partners with community and state organizations and businesses to provide and receive, services surrounding community health issues and initiatives. Public input is sought on important decision making, such as Gifford's senior living community now underway in Randolph Center. Gifford additionally works diligently to keep the community apprised of hospital happenings, news, services, and free educational opportunities. Hospital happenings are shared through traditional and social media, publications and the hospital's Web site, www.giffordmed.org. The hospital also opens its conference rooms for public meetings and hosts its own events, including community health fairs, support groups, classes, and clinics.

To learn more about public events

To learn more about events happening at the hospital, log onto www.giffordmed.org or contact:

Gifford's Marketing Department
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2284
Fax: (802) 728-4245
E-mail: info@giffordmed.org

To volunteer

Volunteers are essential to Gifford. If you are interested in volunteering at Gifford Medical Center, please contact:

Gifford's Volunteer Coordinator
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2324
Fax: (802) 728-2302
E-mail: info@giffordmed.org

To join the Auxiliary

The Gifford Medical Center Auxiliary is a separate, non-profit organization committed to supporting community health primarily through the proceeds of a well-run and popular Thrift Shop. To join the Auxiliary's large and active membership, please contact:

Gifford Auxiliary
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2617
E-mail: info@giffordmed.org

Strategic initiatives

Gifford engages in an extensive strategic planning process that results in the identification and implementation of initiatives the hospital strives to achieve over the coming years. Hospital leadership, including the volunteer board, monitors the progress on these initiatives to ensure success. Typically, this process is renewed every three years and considers Gifford's mission, core values, and the needs of the community and community partners. Hospital and community leaders recently completed a new plan that spans the years of 2014-2016. The plan focuses on:

- Responding effectively to health care reform
- Continuously improving care to meet patients, families and the community's needs
- Continuously improving staff retention and recruitment to provide a consistent, high-quality patient care experience

The prior plan focused in part on facility planning in addition to recruitment and responding to health care reform. When it comes to facility planning, Gifford is moving forward on a senior living community in Randolph Center. The community will include a new nursing home and independent and assisted living units. Menig residents transitioned to their new home in late May 2015. The vacated nursing home (attached to the hospital) will be converted into now industry-standard private inpatient rooms.

To learn more about Gifford plans

For more information about Gifford's strategic plan, please contact:

Gifford Administration
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2304

For more information about capital expenditure plans, refer to the financial sections of this report or contact:

Accounting
Gifford Medical Center
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2389