



## Gifford Health Care

### **Strategic Initiatives and Process for Public Participation**

#### **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, ambassadors 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 ambassadors is kept apprised of medical center activities at Gifford's Annual Meeting

Gifford offers substantial volunteer opportunities. Nearly 100 community members volunteer at the hospital and its community clinics. Volunteers generously give of their time at Gifford's gift shop, the information desk, provide administrative support, and serve as volunteer chaplains visiting with patients at their bedsides. Volunteers do activities with participants at the Adult Day Program and Menig Nursing Home residents. Other members knit hats for babies born in Gifford's Birthing Center and make quilts for newborns, nursing home residents, cancer patients, and 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 website, [www.giffordhealthcare.org](http://www.giffordhealthcare.org). The hospital also opens its conference rooms for public meetings and hosts its own events, including support groups, classes, and clinics.

#### **Public Events**

To learn more about events happening at the hospital, log onto [www.giffordhealthcare.org](http://www.giffordhealthcare.org) or contact:

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

### **Strategic initiatives**

Gifford engages in an extensive strategic planning to identify and implement initiatives the organization wants to achieve over the coming years. Hospital leadership, including the volunteer board, monitors the progress of 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 continue to focus on the 2014-2016 plan. 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. This community includes the new Menig Nursing home, and planned independent and assisted living units. Menig residents transitioned to their new home in May 2015. The vacated nursing home (attached to the hospital) was converted into 25 new industry-standard private inpatient rooms, which opened in December of 2015. Our new, updated Birthing Center opened in June 2016.

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

### **To contact the board**

To find out more about the hospital's governance and board activities, contact the executive assistant to the Chief Executive Officer at:

Administration  
Gifford Medical Center  
44 South Main St.  
Randolph, VT 05060  
Phone: (802) 728-2304  
Fax: (802) 728-4245  
E-mail: [contactus@giffordmed.org](mailto:contactus@giffordmed.org)

### **Copies of our *Annual Report***

Gifford *Annual Reports* are available online at [www.giffordhealthcare.org](http://www.giffordhealthcare.org) or through the Marketing Department at:

Marketing Department  
Gifford Medical Center  
44 South Main St.  
Randolph, VT 05060  
Phone: (802) 728-2284  
Fax: (802) 728-4245  
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