



the schwartz center  
FOR COMPASSIONATE HEALTHCARE

# Strategies for Schwartz Rounds Marketing & Promotion

An Office Hours  
Webinar

*January 8, 2019*

# Your Hosts Today



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The Schwartz Center for Compassionate Healthcare

# Today's Agenda


1. Introductions
2. Strategies for Marketing & Promoting Schwartz Rounds
3. Open Q&A



# POLL



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**Remember:**  
**Schwartz Rounds is for**  
*everyone.*



# Start with the Planning Committee

- Most powerful resource for outreach
- Should reflect the organization you wish to reach
  - Multidisciplinary
  - Clinical/Non-Clinical
  - Bedside/Bird's Eye
  - Out of the box
  - All levels
- Invite your communications experts
- Consider cases and topics that will have broad appeal



**Ask yourself:  
Where do staff look for  
organizational news &  
updates?**



# Communications Tools & Resources

Leverage communications tools *already in place*:

- Screensavers
- Flyers
- Posters
- Newsletter/intranet articles
- Email
- PA System
- Town hall meetings
- New employee/physician/resident orientation

*Schwartz Rounds rituals can create buzz.*



# Spreading the Word: Timing It Right

## Before Rounds


- Engage comms/marketing/CE dept.
- Introduce at staff or department meetings.
- Reach out to department heads/senior leaders 1:1.
- Via Planning Committee

## During Rounds

- Share dates for upcoming Rounds.
- Introduce Planning Committee members as a resource.
- Encourage participants to invite colleagues.

## After Rounds

- Thank panelists, senior leaders for participating.
- Consider follow-up email to participants.



**Consider:  
Some examples from  
member institutions.**



# Flyers

## A Different Approach to Patient Care

Plan to Attend our First Session of Schwartz Rounds

KAISER PERMANENTE SANTA CLARA MEDICAL CENTER

### Schwartz Center

The Schwartz Center Rounds provides a multi-disciplinary forum where difficult emotional and social issues that arise when caring for patients are intended to explore the human dimension of clinical practice, sense of community, and to heighten our ability to provide compassionate care.

All Physicians and staff who care for our patients are invited to participate.

Friday October 12:30-1:30 PM  
Conference Room  
Lunch is included

### Touched by the Unexpected

The panel, facilitator and planning committee involved in this activity are Kaiser Permanente Santa Clara Medical Center. Facilitator: Dr. Kae Bendixen. Panelists: Dr. Yan Palomar, RN, Lena Yee.

Objectives: Enhance our ability to provide compassionate care by gaining insight into the experiences of patients, family members and clinicians; Improve teamwork and communication by responding to providing care in challenging cases; Learn from colleagues about beliefs and values influenced by culture, ethnicity, religion, and other factors.

Kaiser Permanente Santa Clara is accredited by the Institute for Medical Education (IMC/IMA) to provide continuing medical education for physicians. Kaiser Permanente Santa Clara designates this Live Activity for a maximum of 1 hour of credit towards the continuing medical education requirements for physicians.

Physicians should claim only the credit commensurate with the extent of the activity. Nurses may report 1 hour of credit towards the continuing medical education requirements for nurses.

RUSH UNIVERSITY Sample poster from Rush regarding the CME/CEU fine point. ER ROUNDS

## WHEN IS ENOUGH ENOUGH?

Thursday  
**JANUARY 15**  
12 NOON – 1 PM  
*Lunch available at 11:45 am*

Searle Conference Center  
**542 BRAINARD**  
PROFESSIONAL BUILDING II

PANELISTS: Cally McKinney Psychiatric Nurse Liaison  
Kelly Lannert RN ICU

Erin Hederman RN EMO Coordinator  
Madeline Lubenow RN ICU

LEADERS: Thomas Bleck, MD, FCCM CME Course Director and Eric Zack, DNP, RN3 14E Tower

FACILITATOR: Zac Willette, MDiv, BCC Chaplain, Emergency Department

OBJECTIVES: 1. Utilize a forum where caregivers from diverse disciplines discuss emotional and social issues that arise in caring for patients with the intent of fostering personal connections with patients and improve caregiver's insights into their own responses and feelings while caring for patients.  
2. Initiate a discussion with the panel and audience guided by the facilitator that depicts personal ideas, thoughts, and feelings that arise while caring for patients.  
3. Incorporate human and emotional factors into patient care.

ACCREDITATION AND DESIGNATION STATEMENT  
Rush University is accredited as a provider of continuing medical education by the American Nurses Credentialing Center's Commission on Accreditation. Rush University designates this live activity for 1 CEU/Continuing Education credit.

Rush University Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Rush University Medical Center designates this live activity for a maximum of 1 (1.00) AMA PRA Category 1 Credit™. Physicians should claim only credit commensurate with the extent of their participation in the activity.

Rush University is an approved provider for physical therapy (PT) and occupational therapy (OT) continuing education. Rush University designates this live activity for 1.00 CEU/Continuing Education credit.

UNAPPROVED USES OF DRUGS / DEVICES  
In accordance with requirements of the FDA, the audience is advised that information presented in this continuing medical education activity may contain references to unapproved uses of drugs or devices. Please refer to the FDA approved package insert for each drug/device for full prescribing information.

Sponsored for **CME CREDIT** by Rush University Medical Center. CEs for nurses, social workers, respiratory therapists, occupational therapists, physical therapists, psychology, and nutrition will be offered.

**RUSH** Rush is a not-for-profit health care, education, and research enterprise comprising Rush University Medical Center, Rush University, Rush-Oak Park Hospital, and Rush Health.

## THE HEAD & THE HEART

### Schwartz Rounds

## "Lived in Safety"

a patient who faced a near fatal event. Through the grace of God, she was able to survive her life-changing experience. In patient care, we invite you to hear directly from those who involved in the care of our patients. Learn how to connect to the story of your patients.

Thursday, March 5, 2015  
12:00 PM - 1:00 PM  
Searle Conference Center  
Lunch will be served

FACILITATED BY:  
Michael Yurko, MD, Facilitator  
Burt Bertram, EdD, Co-facilitator  
Licensed Mental Health Counselor

PHYSICIAN LEADER:  
Michael Yurko, MD

members are welcome.

# Table Tents



# Screensaver



**“This is not about what happened.  
This is about how it made me *feel*.”**

Schwartz Rounds.  
Coming soon for all Jacobi staff.



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NYC  
HEALTH+  
HOSPITALS

Jacobi



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# Event Listing

WAAG week of 11-26-18[1].PNG

Search



Mon 11/26/2018 11:23 AM

Jacobi News

WAAG - Week of November 26

To JACOBI

Enterprise Vault



Jacobi

## WEEK AT A GLANCE

### Week of November 26

**Town Hall Schedule 2019** – View 2019 schedule [here](#).

**Schwartz Rounds®. We are doing this again–** Join us on **November 28** at 12:15 pm in the 4<sup>th</sup> Floor Auditorium (Building 1) – click [here](#) for full details.

**Annual In-Service Training + Sexual Harassment Awareness Training** - All staff must complete annual in-service and sexual harassment awareness training by the end of the year. Training will be held in the building 1, 4<sup>th</sup> Floor Auditorium on Mondays 2-3 pm and Thursdays 3-4 pm. Walk-ins welcome!

**Get Your Jingle On!** Employee holiday party – join us on December 12 at 5:30 in the Atrium – click [here](#) for full details.

**World AIDS Day Observance** – Join us on November 30 at 11 am for this annual [event](#)

### Monday, November 26

**New Nursing Forum** • 12 pm and 9 pm (Building 1 – 4<sup>th</sup> Floor Auditorium)



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JacobiStyle! JULY 2018



### On My Mind - from CEO Christopher Mastromano



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MEMBER

This is not about what happened.  
This is about how it made me feel.

**W**hether you are a surgeon, dietary aide, unit nurse, HP officer, chaplain, or housekeeper, we all regularly bear witness to patient or family suffering, trauma, conflict, and heartache. In these stressful situations, we know that compassionate care is critical to making the patient experience the best that it could possibly be. But these interactions are painful for us to experience and process, and can adversely affect stress level and job satisfaction.

Soon, all staff members will be invited to participate in a program that focuses on compassion in ways to help improve both the patient and the caregiver's experience in the healthcare setting. As a new organizational member of the Schwartz Center for Compassionate Healthcare, Jacobi will host a regular series of lunchtime meetings for staff from every level of the organization. The purpose is to discuss the challenging and often painful emotional issues we experience in our dealings with patients and families, and to provide support for one another by sharing ways to cope and heal.

These luncheon discussions, called Schwartz Rounds, are the brainchild of a Boston attorney, father, and husband by the name of Ken Schwartz. At 40 years old, Ken was diagnosed with advanced lung cancer. During the many months of his ordeal, Ken was struck by the powerful human connection which lies at the

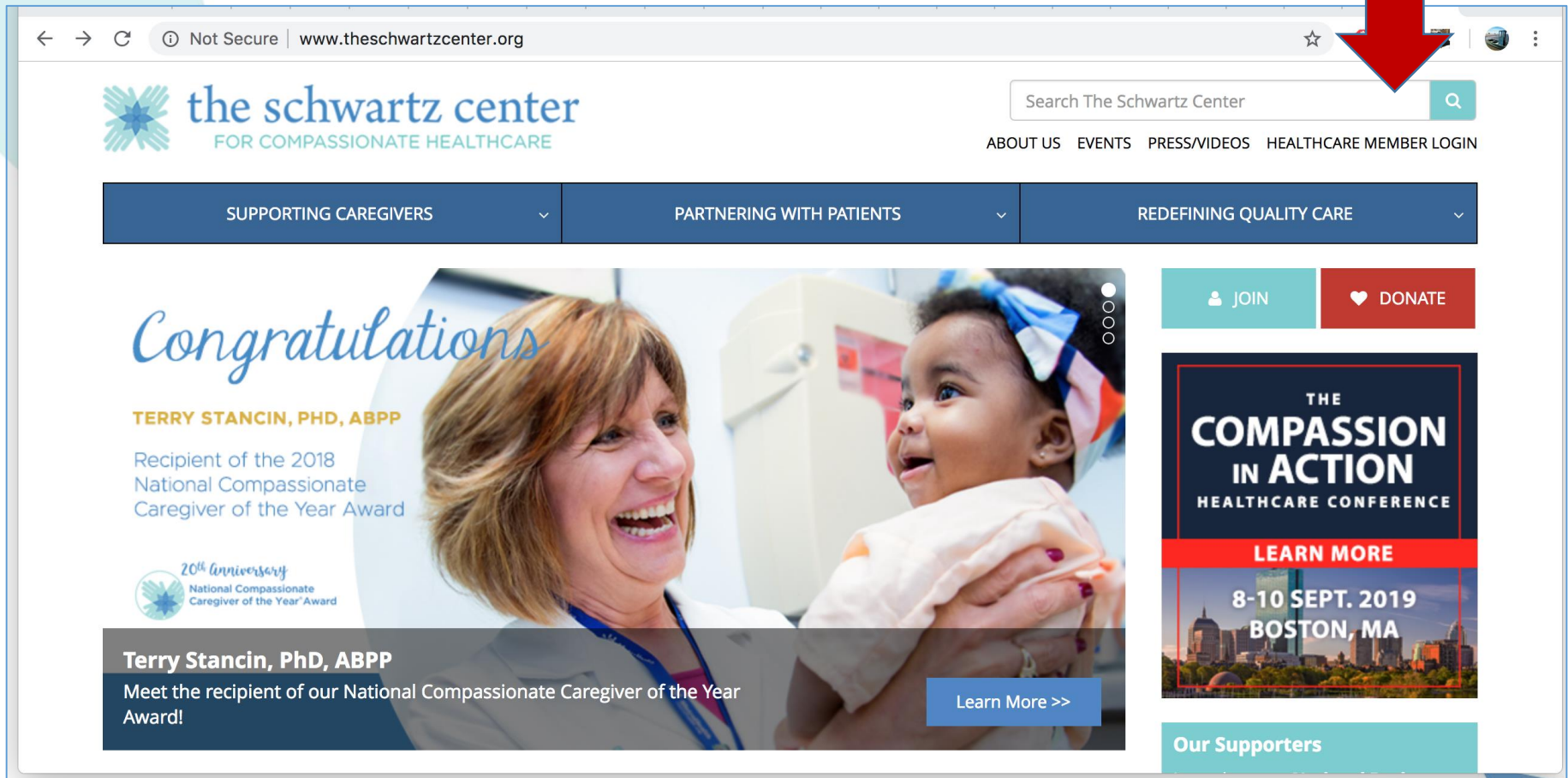


# Tools & Resources for Your Team






# SCCH Online Member Community



The screenshot shows the homepage of the Schwartz Center for Compassionate Healthcare. A large red arrow points to the top right corner of the browser window. The browser address bar shows "www.theschwartzcenter.org". The website header includes the logo, a search bar, and navigation links: "ABOUT US", "EVENTS", "PRESS/VIDEOS", and "HEALTHCARE MEMBER LOGIN". Below the header is a dark blue navigation bar with three dropdown menus: "SUPPORTING CAREGIVERS", "PARTNERING WITH PATIENTS", and "REDEFINING QUALITY CARE". The main content area features a large banner for "Congratulations" to Terry Stancin, PhD, ABPP, recipient of the 2018 National Compassionate Caregiver of the Year Award. The banner includes a photo of Terry Stancin holding a baby and a "Learn More >>" button. To the right of the banner are two buttons: "JOIN" and "DONATE". Below these is a promotional banner for "THE COMPASSION IN ACTION HEALTHCARE CONFERENCE" scheduled for 8-10 SEPT. 2019 in Boston, MA, with a "LEARN MORE" button. At the bottom right is a section titled "Our Supporters".

← → ↺ ⓘ Not Secure | www.theschwartzcenter.org ☆

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Search The Schwartz Center 🔍


ABOUT US | EVENTS | PRESS/VIDEOS | HEALTHCARE MEMBER LOGIN

SUPPORTING CAREGIVERS ▾ | PARTNERING WITH PATIENTS ▾ | REDEFINING QUALITY CARE ▾

*Congratulations*

**TERRY STANCIN, PHD, ABPP**

Recipient of the 2018  
National Compassionate  
Caregiver of the Year Award

 20<sup>th</sup> Anniversary  
National Compassionate  
Caregiver of the Year Award

**Terry Stancin, PhD, ABPP**

Meet the recipient of our National Compassionate Caregiver of the Year Award!

Learn More >>

JOIN | DONATE

**THE COMPASSION IN ACTION**  
HEALTHCARE CONFERENCE


**LEARN MORE**


8-10 SEPT. 2019  
BOSTON, MA

**Our Supporters**

# SCCH Tools & Resources

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Search Member Community 🔍

✉ CONTACT US 🌐 MAIN SITE ➡ LOG OUT

## Member Community

MEMBERSHIP ▾	SCHWARTZ ROUNDS® ▾	EDUCATIONAL PROGRAMS ▾	INNOVATION ▾	MATERIALS
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Welcome to the Schwartz Center HealthCare Member Community where you can find news and resources on member benefits, educational programs, continuing education opportunities and events that support clinician well-being, enhance the quality of life and enable better outcomes and create a more positive and rewarding experience for all members of the care team, patients and families.

**Most Popular Pages**

1. Member Benefits
2. Facilitation Video Modules

# SCCH Tools & Resources

- SCCH Member Community Website
- Sample Planning Committee Charter/Agenda
- Sample Marketing Materials/Flyers
- Schwartz Center Facilitation Workshops

& Your Friendly Member Advisors:

Kathy Scopin: [kscopin@theschwartzcenter.org](mailto:kscopin@theschwartzcenter.org)

Stephanie Adler Yuan: [sadleryuan@theschwartzcenter.org](mailto:sadleryuan@theschwartzcenter.org)

# POLL



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## Q&A

Use the “Questions” pane on your screen to ask questions or share comments.

Please stay muted unless you’d like to speak – in which case raise your hand using your toolbar and we will call on you!





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Thank you

[www.theschwartzcenter.org](http://www.theschwartzcenter.org)