

THE BOARD'S ROLE AS AMBASSADORS TO THE COMMUNITY

(ESPECIALLY RIGHT NOW.)

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“Everything we do before a pandemic will seem alarmist.

Everything we do after a pandemic will seem inadequate.”

--Michael Leavitt, Former Governor of Utah and former Health and Human Services Secretary (in Texas Healthcare Trustees)

INTRODUCTIONS



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- Current: PIO, Northwest Healthcare Response Network
- Former WSHA VP, Membership and Communications
- Former PIO City of Berkeley



BOARD POWERS

- To represent the interests of the community
- Set long-term vision to ensure community access to healthcare
- Governance, not management: You are the water, not the fish
- Support and advocacy

GOVERNANCE RESPONSIBILITIES IN A DISASTER

- 1: Ensure that an Effective Emergency Preparedness Plan is in Place
- 2: Ensure Effective Infection Identification, Management and Prevention
- 3: Ensure that an Effective Crisis Communication Plan is in Place
- 4: Ensure a Safe, Healthy and Sufficiently Trained Workforce
- 5: Ensure Ethical Management of Scarce Resources (statewide approach)
- 6: Understand the Financial Implications; Hospital Leadership's Response
- 7: Look Back: Evaluate the Hospital's Emergency Response, Recalibrate

BOARD SUPER POWERS: AMBASSADOR

- Voice of the people to hospital leadership
 - Formal
 - Informal

BOARD SUPER POWERS: AMBASSADOR

- Voice of the hospital to people
 - Take your cue from the CEO
 - You're not the spokesperson, but you can be part of the chorus
 - Amplify hospital messaging

BOARD SUPER POWERS: AMBASSADOR

- Your unique message is not always directly response-related
 - Speak positively about frontline workers and administrators
 - Praise your partners in public health and CBOs
 - Speak to policy, previous investments and preparedness work
 - Connect with other elected officials and community leaders

BOARD SUPER POWERS: AMBASSADOR

- Connect with other elected officials and community leaders
 - Work with CEO to tell hospital story to legislators, members of Congress
 - Advocate for funding
 - Engage the business community
 - Leverage community resources

QUESTIONS?



RESOURCES

- **WSHA:** www.wsha.org/events-resources/governance-education/education-curriculum/
 - governWell Board Brief
 - Texas Healthcare Trustees
 - Board Guidelines for a Time of Crisis (Karma Bass)
- AHA's Trustee Services <https://trustees.aha.org/>
- **The Post-COVID Landscape: Implications for Strategy webinar**
Jeff Goldsmith, President of Health Futures Inc.
Thursday, May 14 | 11:00 am – 1:00 pm
- **Charity Care 101 webinar**
Tuesday, May 26 | 12:00 – 1:00 pm

Contact me directly! Mary Kay Clunies-Ross: mkcrsunshine@gmail.com