



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 Medical Center provides ample opportunities for the public to provide both input and actively participate in medical center activities.

The former annual Community Needs Assessment process, annual Hospital Report Card meetings (when members of the public choose to participate), business leaders' discussions, patient satisfaction surveys and one-on-one comments to hospital staff and board members help direct strategic planning and operational decisions.

It is indeed a representation of the public – the hospital's Board of Trustees – that makes the hospital's yearly operational and longer-term capital and strategic planning decisions. These decisions propel the hospital into the future – with community members all the while giving board members direction, much like constituents to Selectboard members.

The hospital additionally offers many other public participation and volunteer opportunities. More than 100 community members volunteer at the hospital, its community clinics and through the Gifford Medical Center Auxiliary. Volunteers generously give of their time at Gifford's Thrift Shop, gift shop and front desk. They raise money for the hospital and provide clothing for the needy through the Thrift Shop. They knit hats for babies born in Gifford's Birthing Center and make quilts for newborns and nursing home patients. They visit patients, provide office support and work at the Adult Day Program in Bethel and the Menig Extended Care Facility nursing home on the main campus in Randolph.

About 20 Chaplaincy Program volunteers come to Gifford from many area churches to visit patients. The hospital also partners with numerous community and state organizations and businesses to provide, and receive, services surrounding primarily community health issues and initiatives. In addition, community members serve on hospital board committees, and hospital staff in turn serves on many community organizations and committees. The hospital's large group of corporators is kept apprised of medical center activities through Gifford's Annual Meeting, other educational meetings and a mailer created just for corporators called the "Corporator Connection."

The medical center's board members are also elected at the Annual Meeting by the corporators.

Gifford additionally works hard to keep the community apprised of hospital happenings, news, services and free care opportunities. A significant number of news releases to local media; some direct mailings; the hospital's Web site, www.giffordmed.org; and the hospital's carefully-assembled, award-winning Annual Report and other publications all tell the public what is happening at Gifford. 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:

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Development, Marketing and Public Relations
Gifford Medical Center
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2284
Fax: (802) 728-4245
E-mail: rpalmer@giffordmed.org

To volunteer

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

Volunteer Coordinator
Gifford Medical Center
44 South Main St.
Randolph, VT 05060
Phone: (802) 728-2324
Fax: (802) 728-2302

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: gmca@giffordmed.org

Strategic initiatives

Every three years, Gifford engages in an extensive strategic planning process that results in the identification and implementation of a list of initiatives the hospital strives to achieve over the coming three years. Success at achieving those initiatives throughout, and by the conclusion, of the three-year period is extensively monitored by the hospital's leaders, including its volunteer Board of Trustees.

Gifford has completed the 2007-2009 strategic plan outlined in detail in last year's Hospital Report Card. With the help of significant input from members of the communities that Gifford serves, the medical center has just finalized its 2010-2012 strategic plan. The 2010-2012 plan addresses:

- Continued, and increased, efforts to improve patients' experiences and satisfaction;
- Continued efforts around attracting and retaining staff and providers so patients consistently receive high-quality care without a gap in services; and
- Finalizing the Master Facility Plan to ensure Gifford's facilities continue to meet patients' needs and operate efficiently.

Significant work will now be underway to meet the goals outlined in the plan for the betterment of patient care and satisfaction, quality, access and cost-effectiveness.

To learn more about Gifford plans

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

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

For more information about capital expenditure plans and a depreciation schedule for existing facilities, contact:

Accounting
Gifford Medical Center
44 South Main St.

Randolph, VT 05060
Phone: (802) 728-2356