

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Behavioral Health Center of Nueces County	
Primary Contact: Victoria Rodriguez	Email: vhuerta@bhccnc.org
Goals	
Goal(s): <ul style="list-style-type: none">• To increase center Facebook page usage.• To identify topics to post about.• To create a center YouTube channel, Twitter account, and possibly an Instagram account. Goal start with lowest risk tools first. (Long-term goals).• To identify trainings regarding the use of Social Media for business promotion, specifically for CMHC's and/or healthcare organizations.• Adopt a center social media policy.• Determine who will monitor and post on behalf of the organization.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Need to identify best practices to present to our Executive Management Team.• Revise our Operations and Procedures Manual• Training regarding staff usage regarding HIPPA and social media.• Accumulate accurate, consistent and science based messages.	
Do	
Actions Taken: <ul style="list-style-type: none">• New Operations and Procedures Manual policy enacted January 2015.• Approval to create a center Twitter and Instagram Account.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ EMT adoption of new center social media policy for OPM.• <i>Challenges:</i><ul style="list-style-type: none">○ Timeliness of implementation.	

Act

Next Steps:

Final meeting, to include and center Public Information Officer to finalize details of account registration.

Collaborate

Share Successes and/or Request Assistance

- Who posts on behalf of the organization? Who receives the email alerts?

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: Second Quarter – September, October, November-2014

Contact Information	
Provider Organization: Bluebonnet Trails Community Services	
Primary Contact: Penny Christian	Email: penny.christian @bbtrails.org
Goals	
Goal(s): <ul style="list-style-type: none">• Implement a social media source to provide the community with information on health care and Mental Health Awareness• Educate the community on Chronic Disease process & care and mental health topics using Health Fair opportunities and Community Education opportunities.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Attend Health Fairs in the Communities and surrounding counties.• Provide Mental Health Awareness and Education at to local agencies. (Law Enforcement, Schools, Churches and Youth Organizations)	
Do	
Actions Taken: <ul style="list-style-type: none">• Continue to hold Stakeholder meetings with the Hospital to begin and initiate the articles.• Attend Community Health Fairs – have attended two thus far.• Begin training the community on Mental Health Awareness	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Bluebonnet will be submitting an article to the Face Book manager each month on Mental Health Wellness – Monitor the progress and remarks to the articles.• <i>Challenges:</i><ul style="list-style-type: none">○ Developing the plan and coordination of articles	

Act

Next Steps:

- **Begin submitting the articles to the Social Media staff at Memorial Hospital of Gonzales beginning in February.**

Collaborate

Share Successes and/or Request Assistance

- Continue to work with Memorial Hospital's Director of Marketing and Development for implementation and tracking of project.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: Quarter ending 12/31/14

Contact Information	
Provider Organization: Corpus Christi Medical Center	
Primary Contact: Chris Nicosia	Email: chris.nicosia@hcahealthcare.com
Goals	
Goal(s): <ul style="list-style-type: none">• Establish a Facebook and Twitter account for the hospital and begin monitoring the activity• Determine the top 5 items that the hospital plans to communicate through the Facebook and Twitter accounts• Develop the messages / communications to be delivered through Facebook and Twitter	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Identify the internal resources that will take responsibility for developing the content and monitoring the accounts• Develop internal reporting that will track account activity, types and quantity of “posts”, and areas for improvement	
Do	
Actions Taken: <ul style="list-style-type: none">• Both the Facebook and Twitter accounts have been established• The top 5 communication topics have been selected: 1) Health Promotion & Prevention 2) Understanding Your Condition 3) Your Health Care Provider 4) Post Care / Disease Management 5) Community Health Events• Participated in a Health Leaders Media webinar hosted by the Mayo Clinic and Vanderbilt Health: <i>The New Social Media Playbook</i>• Developed a Calendar of Topics for posting• Working with the division office to develop an efficient turn around on posts	
Review and Evaluate:	
<ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ The social media accounts have been established and a small team of individuals has worked with division to develop the communication topics and posting schedule. CCMC is utilizing Vocus, a media monitoring service, to monitor account activity.	

- *Challenges:*
 - Minimal local control of what the hospital is allowed to post on social media
 - Minimal control over timeframes for postings
 - Small, internal team developing topics

Act

Next Steps:

- Advocate for increased local control of social media content and turn-around times for posts
- Expand the internal team to include service line staff / managers to increase the array of messaging
- Further develop the internal reporting mechanism: define target audience, timeframes for reporting

Collaborate

Share Successes and/or Request Assistance

- No assistance requested at this time

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Corpus Christi-Nueces County Public Health District(CCNCPHD) MEND	
Primary Contact: Annette Rodriguez, MPH	Email: annetter@cctexas.com
Goals	
Goal(s): Start a Social Media page (MEND) <ul style="list-style-type: none">○ Improve the effectiveness of obesity prevention and care among Nueces County and RHP 4 residents MEND & Diabetes projects will <ul style="list-style-type: none">○ Increase program participants' knowledge of healthy eating and lifestyle changes○ Improve patient and community health knowledge of diabetes & childhood obesity prevention○ Increase knowledge to Diabetes/MEND program availability throughout RHP 4 by creating the DY4 calendar on CCNCPHD website	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Corpus Christi-Nueces County Public Health District -MEND program will develop Facebook• CCNCPHD will add Diabetes Self-Management Classes for DY4 to our website	
Do	
Actions Taken: <ul style="list-style-type: none">• The Corpus Christi-Nueces County Public Health District - MEND program identified the need for Facebook and requested approval from City government.• Corpus Christi-Nueces County Public Health District MEND program team was approved to create social network page to keep clients/programs engaged• CCNCPHD working on Diabetes Self-Management & MEND calendar of program availability for DY4	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
The Corpus Christi-Nueces County Public Health District (MEND) program team has advertised the MEND program on the Kids Family brochure that is distributed both locally and surrounding counties; identified the need for Facebook and has begun developing the page for client engagement
- Diabetes programs to be advertised on the CCNCPHD website to increase access to these initiatives

Act

Next Steps:

The Corpus Christi-Nueces County Public Health District (MEND) program team will step up social web pages to help

- Improve the effectiveness of childhood obesity prevention and care among Nueces County and surrounding RHP 4 counties

Both MEND and Diabetes programs will

- Increase program participants' knowledge of healthy eating and lifestyle improvement to behavior changes
- Improve access to patient and community health initiatives

Collaborate

Share Successes and/or Request Assistance

- Our MEND program (Mary Jane's Gymnastics) used social media to market and fill their classes and had a great response

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Citizens Medical Center	
Primary Contact: Cherie Brzozowski	Email: cbrzozowski@cmcvtx.org
Goals	
Goal(s): <ul style="list-style-type: none">• Increase patient interaction by utilizing email newsletters• Increase public interaction with CMC and public education with posts on Facebook	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Collect emails during registrations at events, support groups and health fairs and send out newsletters via Constant Contact• Post information to the Facebook page at least 2-3 week	
Do	
Actions Taken: <ul style="list-style-type: none">• Implemented bi-monthly bariatric newsletter with information about the support group meeting, words of encouragement and recipes. Will begin general interest newsletter 1st quarter.• Encouraged employees to spread the word about CMC Facebook page and interact and share information posted on it.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Bariatric newsletter – increased the number of people sent the newsletter by 42 people. 10 more people than last quarter are opening the newsletter, and a total of 40 new people are interacting with it since August.○ Facebook – CMC page has increased page likes by 22%. People Engaged fluctuates between 2979 to 3518.• <i>Challenges:</i><ul style="list-style-type: none">○ Time to research pertinent new information to push out to public	

Act

Next Steps: Begin the general interest email newsletter using Constant Contact.

Partner with American Cancer Society and Women's Certified for information to post on Facebook.

Request employed doctors to send in articles to include in the newsletter and Facebook posts

Collaborate

Share Successes and/or Request Assistance

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RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: February 2015

Contact Information	
Provider Organization: Coastal Plains Community Center	
Primary Contact: America Contreras	Email: acontreras@coastalplainsctr.org
Goals	
Goal(s): <ul style="list-style-type: none">• Increase the use of social media to communicate health information to clients by purchasing myStrength.com. Mystrength.com is a website that offers daily tips for your mind, body, and spirit.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Staff will introduce clients to myStrength.com website• Staff will provide the access code to their clients• Train Peer Specialist on myStrength.com so that they can encourage clients to use the website• Train other service providers on the website so that they can also encourage clients to use website• Will include website information at New Employee Orientation so that new staff are aware of website	
Do	
Actions Taken: <ul style="list-style-type: none">• Have trained staff on the use of myStrength.com website and will continue to train all new staff• Will enclose flyers with website information in Intake packets for new clients• Have trained service providers the primary care providers with Community Action Corporation of South Texas on the use of the website and have given them the access codes so that they too can encourage clients to use the website.	

Study

Review and Evaluate:

Progress Towards Goal(s):

- Have received monthly data telling us how many clients or persons in the community accessed the website and what information they are accessing. So far, 150 clients, 71 employees, and 50 community persons have accessed the website,

Challenges:

- Not all our clients have access to a computer but a lot of them have phones that they can use to access the site. Clients are being encouraged to use clinic computers and are also directing clients to the local library for computer access

Act

Next Steps:

- **Continue to monitor the access of the website by our clients.**
- **Ask clients what they would like to see at the website and then make request to have this Information available.**
- **Make computers more readily available by setting up computer work stations at each clinic so that clients can come in and access computer**

Collaborate

Share Successes and/or Request Assistance

- Success: Have purchased myStrength.com
- Success: Have trained staff on the use of the website
- Success: Staff are talking and encouraging clients to use website
- Success: Have trained some providers on the use and access of the website
- Success: Already receiving month reports from the website manager on how often the staff and clients are using the website
- Assistance: Review utilization of the program by patients and think of ways we can get more individuals involved

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: 02/18/2015

Contact Information	
Provider Organization: DeTar Hospital	
Primary Contact: Jace Jones	Email: jace.jones@detar.com
Goals	
Goal(s): <ul style="list-style-type: none">• Implement social media	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Receive corporate approval for using social media• Edit current social media policy• Disseminate new social media policy• Decide which social media to use• Determine message to be delivered through social media• Develop social media tracking process	
Do	
Actions Taken: <ul style="list-style-type: none">• Sent request to corporate to use social media	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Sent request to corporate and we were denied usage of social media○ Requested a new policy or change in policy for use of social media• <i>Challenges:</i><ul style="list-style-type: none">○ Corporate does not allow the usage of social media in its hospitals or clinics	
Act	
Next Steps: <ul style="list-style-type: none">• Follow up with corporate marketing department change in social media policy	

Collaborate

Share Successes and/or Request Assistance

- None at this time

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Driscoll Children's Hospital	
Primary Contact: Michelle Ramirez	Email: michelle.ramirez@dchstx.org
Goals	
Goal(s): <ul style="list-style-type: none">• Cadena De Madres Program – To increase communications aimed at enhancing the delivery of nutritional and lactation information to pregnant woman by means of texting.• Urgent Care – Through the use of text messaging provide low-acuity patients information on the availability and accessibility of after-hours/urgent care clinics as viable options as opposed to obtaining treatment in an emergency room setting.• Oral Health/Well Child Visit - Through the use of text messaging provide patients with information on oral health and well child visits aimed to increase participation in preventative oral health services and completion of well-child visits.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Negotiate service orders that outline the program description and deliverables for each of the project goals.• Develop reporting specifications, text message content and timeline for delivery of messaging.• Develop nutritional, lactation and after-hour/urgent care clinic Quick Link pages.• Meet bi-weekly with texting vendor and key staff to ensure project timeline and deliverables are being met.• Go live: 10/1/14	
Do	
Actions Taken: <ul style="list-style-type: none">• All service orders were executed on 9/23/14.• All reporting specifications, text messages and timeline for delivery of messaging were completed prior to 10/1/14.	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - As of September 1, 2014 the Cadena text messaging began.
 - As of November 2014, both the Urgent Care and Oral Health/Well Visit messaging began.
- *Challenges:*
 - There were delays in operationalizing the ED and Wellness messaging go live due to unforeseen complications in the development of the daily and monthly files.

Act

Next Steps:

- Monitor ongoing monthly reports.
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Collaborate

Share Successes and/or Request Assistance

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RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Gulf Bend Center	
Primary Contact: David Way	Email: dway@gulfbend.org
Goals	
Goal(s): <ul style="list-style-type: none">• Create a 'community' committed to learning and adopting healthy behaviors; the Wellness Community. The goal is residents of the community achieve wellness and engage others as peer supporters thereby creating self learning and teaching community that impacts broad population disparities	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Identify 32 individuals with history of treatment success and a desire to pursue sustainable healthy lifestyle behaviors• Collaborate and partner with community providers to come together as a team of diverse practitioners delivering whole person integrated care	
Do	
Actions Taken: <ul style="list-style-type: none">• Constructed a 32 unit apartment complex• Generated private financial commitment• Developed wellness model of care• Policies procedures• Hired staff	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Large scale buy-in• <i>Challenges:</i><ul style="list-style-type: none">○ Innovation itself is the challenge, we are doing something that is not being done	

Act

Next Steps: transition individuals into the community
Grand opening for community

Collaborate

Share Successes and/or Request Assistance

- Our vision has taken traction

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014 – December 2014

Contact Information	
Provider Organization: Jackson County Hospital District	
Primary Contact: Donna Coleman	Email: dcoleman@jchd.org
Goals	
Goal(s): <ul style="list-style-type: none">• Development of facility Facebook page to incorporate all departments within hospital campus.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Develop on site Learning Collaborative Steering Committee to implement goals and provide oversight to the project.• Implement/Launch facility wide Facebook page in October 2014.	
Do	
Actions Taken: <ul style="list-style-type: none">• Established Facebook Page• Developed/appointed Learning Collaborative Steering Committee• Planned Facebook launch for public education• Updated hospital district information for public access.• Introduced new programs/public announcements through Facebook page.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Established account, launched account as planned by Site LC Committee.○ Updated information to incorporate all departments for Site LC initiatives.• <i>Challenges:</i><ul style="list-style-type: none">○ Increasing number of viewers.○ Assuring positive experiences /keeping interest of the viewer.○ Continuously offering learning experiences and opportunities for the public to improve overall health.	

Act

Next Steps:

Introduce additional ways to use Facebook as a learning tool for patients.

Continue to access links to other social media sites with existing Facebook page.

Collaborate

Share Successes and/or Request Assistance

- The development and launch of our hospital Facebook page has increased and improved patient engagement through education. Community members using the Facebook tool as a learning tool and guide for their health resulted in improved quality of life to the community members through access of public programs offered at the hospital campus.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: February 2015

Contact Information	
Provider Organization: Lavaca Medical Center	
Primary Contact: Bill Emery	Email: wemery@lavacamedcen.com
Goals	
Goal(s): <ul style="list-style-type: none">Enhance LMC's current website with health/wellness/disease specific information.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">Since last reporting Qtr, we had to identify a new web site provider. Task has been accomplished,Work with the new website provider to allow us to have in-house control of content and the site's Content Management System. Create new links, pages, and content for the website. Educate practitioners to the additional resource for their patients. Advertise/educate public to the resource.	
Do	
Actions Taken: <ul style="list-style-type: none">Completed task of gaining control of the content and management system of the facility's web site. Completed training for content development. Identified content, began creation of new pages.Now working with new site provider to get the new content added	
Study	
Review and Evaluate: <ul style="list-style-type: none"><i>Progress Towards Goal(s):</i><ul style="list-style-type: none">The new site provider uses a different software for creating content but we have received some training.<i>Challenges:</i><ul style="list-style-type: none">Changing providers twice in 2 ½ years.Integration of the Meaningful Use's requirement for the 'Patient Portal' has taken precedent.	
Act	
Next Steps: Complete the task of identifying the remaining content, authoring of some web pages, and educating practitioners.	

Collaborate

Share Successes and/or Request Assistance

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RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: July 2014 – January 2015

Contact Information	
Provider Organization: Memorial Hospital (Gonzales Healthcare Systems)	
Primary Contact: Leslie Janssen	Email: ljanssen@gonzaleshealthcare.com
Goals	
Goal(s): <ul style="list-style-type: none">• Increase the use of social media to communicate health information to patients/clients.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Use established website to disseminate health information and provide links to health-related websites.• Use established Facebook page to inform customers about health issues and upcoming events.	
Do	
Actions Taken: <ul style="list-style-type: none">• In June, we solicited ideas from employees on ways to use social media to communicate health information.• In July, we met with key personnel involved in maintaining social media sites to discuss plans.• In August, we developed the materials for our first campaign.• In September, we are starting to publish the information to our sites.• From October through January we have continued to publish information to our Facebook page(s) and are currently in the process of updating our website.	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - We have developed information on quadrivalent influenza vaccination and why this is important.
 - We are publishing this information on our website and Facebook site.
 - We will be scheduling our annual drive-through flu shot clinic as soon as the flu vaccine is available and will advertise the event on our sites.
 - We've started tracking "total reach" and "people engaged" on our Facebook site and the number of "sessions" and number of "new users" through Google for our regular website.
 - In August and early September 2014, we were only getting an average of 5 "likes" per week on our Facebook page. In September 2014, we began paying to promote our page and have seen a significant growth. In the most recent reporting period, we had 200 people engaged with the site, received 47 likes and nine comments and 12 users "shared" our page. We have promoted our Wellness Center and introduced the community to new classes and published information on flu prevention, fireworks safety for New Year's Eve, blood drives, our drive-thru flu shot clinics, dietary supplements, the ebola crisis, stroke prevention, breast cancer awareness, Alzheimer's disease, allergies, childhood obesity, skin cancer, hepatitis, etc.
- *Challenges:*
 - Our biggest challenge to date has been coordinating activities among the persons who are responsible for maintaining the sites.
 - We're also being challenged by late arrival of this year's flu vaccine. We don't want people to get the trivalent if the quadrivalent is available, but we don't want to advertise it if it's not available.
 - We're still somewhat challenged with engaging our site visitors more.

Act

Next Steps:

1. We are developing a list of topics for future education on our website and Facebook page. We are trying to make them seasonal or relatable for the community.
2. We are working on surveys or questions that we can use to engage our site visitors more.

Collaborate

Share Successes and/or Request Assistance

- The number of people engaged and reached by our Facebook page has increased significantly since we began tracking. The number of persons accessing our website has been somewhat variable.
- We feel we've made significant strides in improving our social media presence considering the growth in the number of people accessing both our Facebook page and our website. The content has improved as well. We now include not only promotional announcements but worthwhile patient education.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Otto Kaiser Memorial Hospital	
Primary Contact: Barbara James	Email: Barbara.James@okmh.org
Goals	
Goal(s): <ul style="list-style-type: none">To increase employment applications and engagement through Social Media outletsIncrease contacts with outside organizations to raise awareness and promotions of our in house health initiatives.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">Run more social media campaigns, aligning them with health awareness events nationally and locallyIncrease contacts with outside, local health related organizations to raise awareness and promotions of our in house initiatives,post jobs openings weekly and promote those openings with social media ads.	
Do	
Actions Taken: <ul style="list-style-type: none">Created several different target lists of viewers on social media sites and ran employment ads and campaigns directed at those particular demographics. (age, location, career field)Posted more ads regarding "awareness days", such as Epilepsy, Heart Health etc, that are topics health care providers would find interesting, and would tend to "follow" on social media.	
Study	
Review and Evaluate: <ul style="list-style-type: none"><i>Progress Towards Goal(s): Our last employment ad campaign reached over 50,000 people in our targeted demographic.</i><i>From that targeted ad, We created 91 "click through" s to our OKMH employment website, and gained 31 "likes" for our page.</i><i>Challenges: Finding qualified candidates that are willing to relocate, and willing to deal with our housing market.</i>	

Act

Next Steps: Embed our Facebook News Feed into our hospital webpage, run more “banner ads” across the top of our OKMH site touting employment opportunities.

Collaborate

Share Successes and/or Request Assistance

- Request that other hospitals in the Coastal Bend region view and “like” our page and then share health and wellness information throughout the collaborative.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Refugio County Memorial Hospital District	
Primary Contact: Hoss Whitt	Email: hwhitt@rcmhospital.org
Goals	
Goal(s): <ul style="list-style-type: none">• Implement an effective social media program	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Achieve Administrative buy in for a social media program• Determine an effective social media program• Create a revised social media policy• Outline goals of the social media program• Create a monitoring process	
Do	
Actions Taken: <ul style="list-style-type: none">• Engaged the Administrator in conversations for the consideration of a social media program.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Conversations considering the use of social media have been occurring at the administrative level.• <i>Challenges:</i><ul style="list-style-type: none">○ Administration is very resistant to the hospital being actively involved in social media	
Act	
Next Steps: <p>Engage in meaningful discussion with other members of our region to discuss the utilization of social media.</p>	

Collaborate

Share Successes and/or Request Assistance

- None at this time

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014-December 2014

Contact Information	
Provider Organization: CHRISTUS Spohn – Alice	
Primary Contact: Sherry Wachtel	Email: Sheryln.wachtel@christushealth.org
Goals	
Goal(s): <ul style="list-style-type: none">• Develop new (or update present Spohn) Facebook to include health education and health literacy such that Spohn acts as a “hub” of information including<ul style="list-style-type: none">○ Community health events calendars○ Immunization sites○ Health resources etc.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Engage Christus Spohn Marketing Department• Bring in local and national sponsorship for community involvement initiatives (ie., point/reward system for visiting site and links to go towards gift card etc.)	
Do	
Actions Taken: <ul style="list-style-type: none">• Christus Spohn Marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.• Community partners encouraged to share their events via Christus Spohn Facebook.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Community events are shared with community feedback mechanism in place.• <i>Challenges:</i><ul style="list-style-type: none">○ Limited knowledge of social media○ Potential for increased Community partner participation.○ Difficult to measure effectiveness of Facebook as we have limited feedback from community.	

Act

Next Steps:

- Explore possibility of site hits to gauge interest and success
- Increase use of traditional and technical media to advertise FB site

Collaborate

Share Successes and/or Request Assistance

- Community information on Facebook site is live.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014-December 2014

Contact Information	
Provider Organization: CHRISTUS Spohn – Beeville	
Primary Contact: Sherry Wachtel	Email: Sheryln.wachtel@christushealth.org
Goals	
Goal(s): <ul style="list-style-type: none">• Develop new (or update present Spohn) Facebook to include health education and health literacy such that Spohn acts as a “hub” of information including<ul style="list-style-type: none">○ Community health events calendars○ Immunization sites○ Health resources etc.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Engage Christus Spohn Marketing Department• Bring in local and national sponsorship for community involvement initiatives (ie., point/reward system for visiting site and links to go towards gift card etc.)	
Do	
Actions Taken: <ul style="list-style-type: none">• Christus Spohn Marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.• Community partners encouraged to share their events via Christus Spohn Facebook.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Community events are shared with community feedback mechanism in place.• <i>Challenges:</i><ul style="list-style-type: none">○ Limited knowledge of social media○ Potential for increased Community partner participation.○ Difficult to measure effectiveness of Facebook as we have limited feedback from community.	

Act

Next Steps:

- Explore possibility of site hits to gauge interest and success
- Increase use of traditional and technical media to advertise FB site

Collaborate

Share Successes and/or Request Assistance

- Community information on Facebook site is live.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014-December 2014

Contact Information	
Provider Organization: CHRISTUS Spohn – Corpus Christi	
Primary Contact: Sherry Wachtel	Email: Sheryln.wachtel@christushealth.org
Goals	
Goal(s): <ul style="list-style-type: none">• Develop new (or update present Spohn) Facebook to include health education and health literacy such that Spohn acts as a “hub” of information including<ul style="list-style-type: none">○ Community health events calendars○ Immunization sites○ Health resources etc.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Engage Christus Spohn Marketing Department• Bring in local and national sponsorship for community involvement initiatives (ie., point/reward system for visiting site and links to go towards gift card etc.)	
Do	
Actions Taken: <ul style="list-style-type: none">• Christus Spohn Marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.• Community partners encouraged to share their events via Christus Spohn Facebook.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Community events are shared with community feedback mechanism in place.• <i>Challenges:</i><ul style="list-style-type: none">○ Limited knowledge of social media○ Potential for increased Community partner participation.○ Difficult to measure effectiveness of Facebook as we have limited feedback from community.	

Act

Next Steps:

- Explore possibility of site hits to gauge interest and success
- Increase use of traditional and technical media to advertise FB site

Collaborate

Share Successes and/or Request Assistance

- Community information on Facebook site is live.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014-December 2014

Contact Information	
Provider Organization: CHRISTUS Spohn – Kleberg	
Primary Contact: Sherry Wachtel	Email: Sheryln.wachtel@christushealth.org
Goals	
Goal(s): <ul style="list-style-type: none">• Develop new (or update present Spohn) Facebook to include health education and health literacy such that Spohn acts as a “hub” of information including<ul style="list-style-type: none">○ Community health events calendars○ Immunization sites○ Health resources etc.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Engage Christus Spohn Marketing Department• Bring in local and national sponsorship for community involvement initiatives (ie., point/reward system for visiting site and links to go towards gift card etc.)	
Do	
Actions Taken: <ul style="list-style-type: none">• Christus Spohn Marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.• Community partners encouraged to share their events via Christus Spohn Facebook.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Community events are shared with community feedback mechanism in place.• <i>Challenges:</i><ul style="list-style-type: none">○ Limited knowledge of social media○ Potential for increased Community partner participation.○ Difficult to measure effectiveness of Facebook as we have limited feedback from community.	

Act

Next Steps:

- Explore possibility of site hits to gauge interest and success
- Increase use of traditional and technical media to advertise FB site

Collaborate

Share Successes and/or Request Assistance

- Community information on Facebook site is live.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Yoakum Community Hospital	
Primary Contact: Karen Barber	Email: kbarber@yoakumhospital.org
Goals	
Goal(s): <ul style="list-style-type: none">• Update Yoakum Community Hospital website; Create hospital Facebook page	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Update hospital website; create informational Yoakum Community Hospital Facebook page	
Do	
Actions Taken: <ul style="list-style-type: none">• Facebook page currently in development; anticipate page to be launch in March 2015	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Minor changes to the hospital website and began Facebook page development with the use of current staff• <i>Challenges:</i><ul style="list-style-type: none">○ Personnel needed to monitor the Facebook page, as well as, to update the website	
Act	
Next Steps: <ul style="list-style-type: none">• Budget for an additional FTE	
Collaborate	
Share Successes and/or Request Assistance <ul style="list-style-type: none">•	

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: Oct 1, 2014 to present

Contact Information	
Provider Organization: Border Region Behavioral Health Center	
Primary Contact: Alda Rendon	Email: aldar@borderregion.org
Goals	
Goal(s): Our goal is to increase the use of social media to communicate health information to clients for both Regions 5 & 20, communication is the key to giving patients the best care possible. We have contracted with Solutionreach as the vendor who will provide us with these services	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Utilization of social media by putting our practice in the middle of the conversation using social media• Deliver rich content to our clients through newsletters and campaigns• Show our clients that their opinion matters by giving them a voice online• Monitor, track, and manage our online reputation with innovative tools and reports	
Do	
Actions Taken: <ul style="list-style-type: none">• Contracted for services with Solutionreach, 9/30/14• Currently working with engineer from Solutionreach to access data (read only) for implementation of service.• Support request submitted to Cerner• Scheduled staff for Solutionreach webinar trainings	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - We are in implementation stage
 - Webinar training available for staff to prepare for implementation of service
 - All scheduled appointments now scheduled for each provider
 - Consistent documentation of no shows
 - Identified which clients had cell phones, landlines and/or email
 - Updated client information
 - iPad available for patient access (waiting room check in)
 - Identified it is HIPAA compliant
 - Services are bilingual
- *Challenges:*
 - Management approval
 - Communication with IT Dept and Solutionreach to implement service
 - Submitted support request to Cerner for guidance to IT director as Solution Reach is trying to access our Database. They just need read access (Cerner)
 - Implementation taking longer than expected
 - Getting started

Act

Next Steps:

- Complete implementation of service with Solutionreach in conjunction with Cerner, expected to roll out the last week in Feb for Webb, Starr at a later date
- Ensure that all client information is updated
- Ensure that all support staff (outpatient & primary care) are trained
- Inform clients of this service and instruct them

Collaborate

Share Successes and/or Request Assistance

- HIPAA compliant
- Bilingual (English/Spanish)
- Custom newsletters for patients
- Identified a vendor who can provide all the services that we have identified and more than we expected for patients (appointment reminders using automated patient messaging, confirmations, reactivation, referrals, birthday wishes, surveys, newsletters, patient portal, E-surveys, waiting room check in)

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: Harlingen Medical Center	
Primary Contact: Deborah Meeks	Email: dmeeks@primehealthcare.com
Goals	
Goal(s): <ul style="list-style-type: none">• Improve medication management	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Perform risk assessment for readmission on all patients at admission• Provide bedside pharmacist consult on high risk patients• Provide follow up appointment within 2 weeks of discharge• Perform medication reconciliation prior to discharge• Provide complete list of current medications on discharge to patient and PCP	
Do	
Actions Taken: <ul style="list-style-type: none">• Created LACE tool for risk assessment• Pharmacist consultation generated on high risk patients (score >11)• Follow up appointments scheduled by discharge nurse• Medication reconciliation added to EMR• Medication lists printed for patients and available on EMR	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Pharmacist consultations are increasing○ LACE tool assessments are almost 100% on all admissions○ Follow up appointments are made for majority of discharged patients○ Medication reconciliation on EMR is increasing	

- *Challenges:*
 - Limited staff for consultations
 - Limited staff for risk assessments
 - Physician offices are closed on the weekend and holidays – unable to schedule follow up appointments for patients discharged on weekends
 - Physician engagement in EMR is variable

Act

Next Steps:

- Daily tracking of pharmacist consults to determine areas for improvement
- Training of new case managers on LACE tool completion
- Continue training and reinforcing on EMR and medication reconciliation
- Schedule appointments during follow up phone calls if the patient has not made their own appointment

Collaborate

Share Successes and/or Request Assistance

- Pharmacist bedside consultation is a new process benefiting our patients and staff
- LACE tool risk assessment has limitations and does not capture all areas that contribute to readmission
- Patient compliance with medication regimen is variable

Reporting Period: February 9, 2015

Contact Information	
Provider Organization: Rio Grande Regional Hospital	
Primary Contact: Rosalinda Rangel	Email: Rosalinda.rangel@hcahealthcare.com
Goals	
Goal(s):	
<ul style="list-style-type: none"> • Create a Blog in which we showcase our DSRIP projects. 	
Plan	
Plan for Implementation and Achievement:	
<ul style="list-style-type: none"> • Obtain approval of social media, Blog, from Corporate Office- in progress. <ol style="list-style-type: none"> 1. This was approved, and the Blog should be ready by the time we attend the LC Meeting. • Obtain proprietary blog website for “riohealth.” <ol style="list-style-type: none"> 1. This was already accomplished. • Begin a monthly blog showcasing DSRIP Projects. (Disseminate blog to local partners and health care providers) <ol style="list-style-type: none"> 1. Working with Corporate once Blog is ready for edit. 	
Do	
Actions Taken:	
<ul style="list-style-type: none"> • Blog was approved, our latest conversation states that Blog should be ready to edit by the week of LC Meeting, however, it will not be live until we post our first story. 	
Study	
Review and Evaluate:	
<ul style="list-style-type: none"> • <i>Progress Towards Goal(s):</i> <ul style="list-style-type: none"> ○ We have been approved by Corporate to purchase a Blog. • <i>Challenges:</i> <ul style="list-style-type: none"> ○ Begin to post stories, pending approval and site availability to go live. 	
Act	
Next Steps:	
-Begin to post stories.	
Collaborate	
Share Successes and/or Request Assistance	
<ul style="list-style-type: none"> • At the moment we don’t need assistance; however, we are open to any additional TA provided. 	

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization: South Texas Healthcare System	
Primary Contact: Jerry Dominguez	Email: jerry.dominguez@uhsrgv.com
Goals	
Goal(s): <ul style="list-style-type: none">For Dy 4 our plan is to meet the DY3 Carryover goals and meet the DY4 metric goals by year's end.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">Better organize our reporting and implement biweekly reporting of our progress with regard to metrics.	
Do	
Actions Taken: <ul style="list-style-type: none">Will begin meetings In February.	
Study	
Review and Evaluate: <ul style="list-style-type: none"><i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○<i>Challenges: Engaging project participants.</i><ul style="list-style-type: none">○	
Act	
Next Steps: Schedule meetings.	
Collaborate	
Share Successes and/or Request Assistance <ul style="list-style-type: none">We have had some metric successes but many still remain to be achieved.	

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: DY4 – Quarter 2

Contact Information	
Provider Organization: Tropical Texas Behavioral Health (TTBH)	
Primary Contacts: Diana Maldonado, Primary Care Services Director	Email: dmaldonado@ttbh.org
Jim Banks, Business Development Director	Email: jbanks@ttbh.org
Goals	
Goal(s): <ul style="list-style-type: none">• Use the TTBH website and Facebook page to increase awareness of the array of services available through the center and the benefits of integrated care, and to expand access to health-related educational information in order to promote quality health outcomes for the communities we serve.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Identify staff members to create promotional and educational information to be posted to TTBH's website and Facebook page.• Establish timeline for development of postings.• Identify topics to post on TTBH's website and Facebook page regarding the services available to our clients and the community.• Update TTBH's website and Facebook page on a quarterly basis.• Promote TTBH's website and Facebook page and encourage client and community interaction on the sites.	
Do	
Actions Taken: <ul style="list-style-type: none">• Staff members were identified to research and develop promotional/educational flyers and update TTBH's website and Facebook page as indicated.• Timeline was created for flyer development.• Topics were identified and researched.• Encouraged Facebook interactions and website visits by clients and community stakeholders by increasing awareness of the sites.	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - TTBH Facebook page active since 2011. Began posting info related to transformational DSRIP projects September 2013.
 - To date, have posted information related to diabetes; heart health; TTBH mobile clinics; and peer-run drop-in centers.
 - An increase of Facebook hits and “likes”, and website visits has been observed since implementation.
 - Facebook page currently has **410** “likes” and **1,499** visitors.
- *Challenges:*
 - Not being able to reach out to the entire community due to lack of client resources
 - Deciding what information will be beneficial to post while maintaining client and community interest

Act

Next Steps:

- Start tracking and trending data on number of visitors to sites and number of “likes”.
- Obtain approval from the Executive Management Team for future promotional/educational flyers.
- Continue research for future potential topics that will benefit clients/community members.
- Encourage client/community engagement and interaction.
- Encourage center staff to submit ideas for potential topics that would most benefit and be of interest to clients and the community.

Collaborate

Share Successes and/or Request Assistance

- Success: Increase of Facebook “likes” and website visits
- Collaborate: Request and review examples of promotional/educational materials that have been successful for other providers.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: October 2014 – December 2014

Contact Information	
Provider Organization:	UT Health Science Center Houston
Primary Contact: Anaelle Moal	Email:
Goals	
Goal(s):	<ul style="list-style-type: none">To engage participants and increase outreach, enrollment and retention within the MEND program through the use of social media.
Plan	
Plan for Implementation and Achievement:	<ul style="list-style-type: none">Use of various social media (Facebook, text messaging, online video sharing) to attract parents to the MEND program and evaluate the impact of these initiatives.
Do	
Actions Taken:	<ul style="list-style-type: none"><u>Use of the MEND Facebook page (https://www.facebook.com/MENDBrownsville?fref=ts):</u> The MEND Facebook page is regularly updated with scheduled posts including “Motivation Monday”, “Weekend Challenge”, and regular updates on class schedules, locations, role models and local events. Pictures and videos of MEND program are also posted on the page.<u>Sending text messages to families:</u> During the 10 week program to remind them of the sessions: reminder messages are sent to parents who opt for text messaging. Messages are sent the day prior as reminder in the language of participant preference (English and Spanish) and the day of if there is a schedule or location change due to weather or host facility. After the 10 week program: text messages are sent to families upon completion of the ten weeks in order to remind them of the free monthly exercise sessions.<u>Use of Online Video Sharing:</u> Videos on the MEND program are shared through our Tu Salud ¡Si Cuenta! (TSSC) YouTube channel on a regular basis. https://www.youtube.com/watch?v=GQb0xlwpB8U&list=PLkMkkROEKVqTCQIFsdEPhM6TDXvDbnoIW&index=7 https://www.youtube.com/watch?v=-rFNPJJXVf0 https://www.youtube.com/watch?v=8LgOL8qVnaw

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - Use of the MEND Facebook page:
Including cross posting to several other local collaborating program pages including Tu Salud ¡Si Cuenta!, The Challenge, Salud y Vida and Get Water!, the total reach of posts is 2,245 individuals directly not including forward sharing.
 - Sending text messages to families:
Text messaging has been an effective way of reminding and staying connected with parents.
 - Use of Online Video Sharing:

<https://www.youtube.com/watch?v=GQb0xIwpB8U&list=PLkMkkROEKVqTCQIFsdEPHm6TDXvDbnoIW&index=7>

- This video was watched 31 times.
- It was shared twice.

<https://www.youtube.com/watch?v=-rFNPJJXVf0>

- This video was watched 22 times.
- It was not shared.

<https://www.youtube.com/watch?v=8LgOL8qVnaw>

- This video was viewed 8 times
- It has not been shared

- *Challenges:*
 - There are still a limited number of likes (192) on the page itself.
 - Identifying personnel to respond to questions posted, obtain consent to post photos and videos of program, film and edit footage, keep the schedule updated and provide continuous updates can be challenging.
 - Complexity of text groups by program and ever-changing participant base.

Act

Next Steps:

- MEND Facebook page will continue to be regularly updated and links to videos will be posted.
- Text messages will be expanded: motivational text messages will be sent to families upon completion of the ten weeks in order to sustain program impact and motivate continued behavior change maintenance.
- New role model videos featuring families will be shared on a monthly basis on the TSSC YouTube channel

Collaborate

Share Successes and/or Request Assistance

- We have had multiple parents, principals and teachers reach out to us through the Facebook page and ask for a program to be started in their school or neighborhood.
- We have also had press coverage due to our existing behavior change media campaign Tu Salud ¡Si Cuenta! which includes TV, newspaper and radio promoted through social media like Facebook.
- We have pushed MEND social media through our large network and Community Advisory Board.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period:

Contact Information	
Provider Organization:	
Primary Contact:	Email:
Goals	
Goal(s): <ul style="list-style-type: none">• Increase community-level awareness and participation in Community-Wide Campaign activities through use of social media tools• Improve frequency and consistency of social media outreach posts tailored to program participants	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Create and conduct a social media training for program Community Health Workers• Through monthly region-wide training sessions, build the CHW's capacity to create and share success stories and upcoming events through social media platforms	
Do	
Actions Taken: <ul style="list-style-type: none">• CHWs familiarized with Facebook posting methodology and potential benefits• CHWs encouraged to share community class announcements and events using Facebook	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Most CHWs confident and competent in basic social media (Facebook) posting○ Number of posts to Facebook for community event or exercise class motivation or planning has increased substantially• <i>Challenges:</i><ul style="list-style-type: none">○ Program participants sometimes lacking access to even basic internet service, which limits interaction with social media platforms○ Medium level of computer proficiency not a required competency for CHW position, so some CHWs do struggle with more complex social media publishing tasks	

Act

Next Steps:

- Work with Program Media Coordinator to refine a protocol for collecting and circulating/publishing motivational role model stories across all 9 participating communities
- Based on refined social media collecting protocol, deliver another training to CHWs over specific skills necessary to efficiently use social media to share schedules and success stories across program communities

Collaborate

Share Successes and/or Request Assistance

- The participant response to Facebook use so far has been very positive, with participation growing substantially in the communities where CHWs have been proactive about using social media for participant outreach
- Some of our more computer-adverse CHWs have shown great gains in computer literacy because of the simplified interfaces available for social media platforms like Facebook

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: February 9, 2015

Contact Information	
Provider Organization: Valley Regional Medical Center	
Primary Contact: Rosalinda Rangel	Email: Rosalinda.rangel@hcahealthcare.com
Goals	
Goal(s): <ul style="list-style-type: none">Utilize Facebook as a tool for our Outpatient Diabetes Clinic.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">Create an accomplishment packet for all Outpatient Clinic patients. (Measuring cup, VRMC bag with Diabetes health related information and Achievement Certificate for 3 month, 6 month and 1 year accomplishments).Showcase classes, clinic hours, and patient achievements on a monthly basis.Showcase a patient who has successfully managed their diabetes for one year. (Pending legal approval).	
Do	
Actions Taken: <ul style="list-style-type: none">On our past report, the Facebook use for the Diabetes Clinic had been approved by our Corporate Office.We have sent out posting narratives and pictures to our Corporate that are showcased on Facebook, on a weekly basis. (Please see attached files)Finalized consent form for outpatients to participate in photo-ops, we will start trying to get volunteers next month.	
Study	
Review and Evaluate: <ul style="list-style-type: none"><i>Progress Towards Goal(s):</i><ul style="list-style-type: none">First Facebook postings already live.We are having our first 3 month patients come back for follow up, to request permission to showcase them on our Facebook.<i>Challenges:</i><ul style="list-style-type: none">Assuring this social media share is in compliance with all federal and state health laws and regulations.	
Act	
Next Steps: <ul style="list-style-type: none">Obtain permission from our class participants to share success story on Facebook.	

Collaborate

Share Successes and/or Request Assistance

- At the moment we don't need assistance; however, we are open to any additional TA provided.



***** PLEASE NOTE THESE ARE SCREENSHOTS FROM IPHONE, AS FACEBOOK IS AN UNAUTHORIZED PAGE IN OUR FACILITY. ONLY CORPORATE HAS ACCESS TO THIS PAGE FOR POSTING PURPOSES.**

