

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: May 2015

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 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.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Training regarding staff usage regarding HIPPA and social media.• Accumulate accurate, consistent and science based messages.• Develop a way to track staff declination to using their picture on center social media accounts	
Do	
Actions Taken: <ul style="list-style-type: none">• Creation of center Twitter account• Creation of center 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 based on best practices evidence.○ To identify topics to post about.○ Determine who will monitor and post on behalf of the organization.○ Social Media and Business training scheduled for attendance this summer.○ Creation of a center Twitter account○ Creation of a center Instagram account• <i>Challenges:</i><ul style="list-style-type: none">○ Timeliness of implementation.	

Act

Next Steps:

Promote social media presence.

Collaborate

Share Successes and/or Request Assistance

- How do you handle posting staff pictures on social media accounts?

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: May 2015

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 processes and care• Attend Community Health Fairs and offer Mental Health Education as well as Chronic Condition education	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Attend Health Fairs when offered• Provide Mental Health Awareness and Education to local agencies (Law Enforcement, Schools, Churches and Youth Organizations)• Meet with Hospital staff to develop a plan for submitting articles of interest.	
Do	
Actions Taken: <ul style="list-style-type: none">• Patient Navigator staff trained in Mental Health Awareness• Patient Navigator staff to attend training in Diabetes and Other Chronic illness• Develop articles to submit to Memorial Hospital ED staff for social media	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Mental Health Awareness Training has occurred○ The first article was submitted to the Marketing staff at Memorial Hospital for posting on the Face book page○ Outreach to community programs has begun• <i>Challenges:</i><ul style="list-style-type: none">○ Community acceptance of training○ Stigma of Mental Health in the small community	

Act

Next Steps:

Work with community groups to complete trainings.
Continue staff education at the hospital with nurses and front clerk staff.
Attend all events invited to participate with in the surrounding communities'.
Offer Mental Health Awareness training to the community.

Collaborate

Share Successes and/or Request Assistance

- Law Enforcement has become more aware of the needs for mental health training.
- Acceptance of the program from the community physicians.
- Mental Health Awareness trainings are being offered in the communities.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: Quarter ending 03/31/15

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 five health categories 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 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">• Established business Facebook and Twitter pages• Assembled social media team and monthly meeting schedule• Identified priority health categories for social media posts<ul style="list-style-type: none">-Health Promotion & Prevention-Understanding Your Condition-Your Health Care Provider-Post Care / Disease Management-Community Health Events• Education provided to social media team <i>The New Social Media Handbook Webinar, hosted by Mayo Clinic and Vanderbilt Health System</i>• Submitted social media calendars for posting	

Review and Evaluate:

- *Progress Towards Goal(s):*
 - Facebook (Corpus Christi Medical Center) and Twitter (CorpusChristiMedical) pages established and monitored daily
 - Health categories established
 - Developed monthly calendar
- *Challenges:*
 - Social media posts are delayed and are not real time
 - Developing monthly social media posts that are fresh and interesting
 - Increase number of individuals reading posts

Act

Next Steps:

- Expand local social media team to build calendar and write interesting posts
- Include hospital and health events on pages

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: May 2015

Contact Information	
Provider Organization: Corpus Christi –Nueces County Public Health District	
Primary Contact: Cheryl Dietz	Email: cheryld2@cctexas.com
Goals	
Goal(s): <ul style="list-style-type: none">• Recruit and engage community members through social media• Collaborate with partners• Encourage healthy behavior such as increasing exercise, healthy eating, etc• Provide a central source for free community events/activities involving physical activity/healthy living.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Create Facebook, twitter, website, Youtube, Instagram, blog, pinterest	
Do	
Actions Taken: <ul style="list-style-type: none">• All social media sites have been created	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Retweet news articles related to MEND○ Connecting with partners on social media\○ Sharing community activities on social media sites• <i>Challenges:</i><ul style="list-style-type: none">○ Limitation of content that can be placed on Health District website.	
Act	
Next Steps: Develop social media strategy including post schedule, ideas for blog posts, and develop key messages to promote the program on social media.	

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: January 2015-March 2015

Contact Information	
Provider Organization: CHRISTUS Spohn – Alice	
Primary Contact: Sherry Wachtel	Email: Sheryl.n.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.)• Engage Regional Collaborative partners and other community partners to participate with sharing of community events	
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">○ Potential for increased Community partner participation.○ Poor participation from community partners○ 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

- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: January 2015-March 2015

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.)• Engage Regional Collaborative partners and other community partners to participate with sharing of community events	
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">○ Poor participation from community partners○ 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

- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.

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.)• Engage Regional Collaborative partners and other community partners to participate with sharing of community events	
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">○ Potential for increased Community partner participation.○ Poor participation from community partners○ 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

- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: January 2015-March 2015

Contact Information	
Provider Organization: CHRISTUS Spohn – Kleberg	
Primary Contact: Sherry Wachtel	Email: Sheryl.n.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.)• Engage Regional Collaborative partners and other community partners to participate with sharing of community events	
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">○ Poor participation from community partners○ 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

- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: May 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 at intake.• 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, 177 clients, 88 employees, and 55 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 monthly 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: 05/19/2015

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○ We were asked to provide examples of social media usage• <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: May 2015

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 the hospital campus.	
Plan	
Plan for Implementation and Achievement: <ul style="list-style-type: none">• Development of onsite Learning Collaborative Steering Committee – Completed.	
Do	
Actions Taken: <ul style="list-style-type: none">• Established and launched Facebook Page successfully, continues to monitor.• Developed Learning Collaborative Steering Committee – continue to monitor.• Continue to update the community utilizing the Facebook Page regarding educational opportunities and announcements.	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Establish/Launched Facebook account successfully.• <i>Challenges:</i><ul style="list-style-type: none">○ Increasing viewer opportunities to acknowledge and follow Facebook page.○ Assuring positive experiences.○ Continue to offer learning experiences and educational opportunities for the public to improve overall health.	
Act	
Next Steps: <p>Utilization of Facebook as a learning tool for patients.</p> <p>Continue to link applicable sites to the Facebook page.</p>	

Collaborate

Share Successes and/or Request Assistance

- The Facebook Page has increased and improved patient engagement through education. Introducing the OPR Program via the Facebook page has increased education for patients regarding their disease processes. This makes them more aware of clinical opportunities to utilize the OPR Program therefore potentially decreasing the number of unnecessary visits to the Emergency Room.

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: May 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.Continued training 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">Completed training from the new site provider for software for creating content.Registered domain name with major search engines.<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 – May 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.• We are expanding our use of our Facebook sites, including weather updates, information on drug and sharp disposal, recognizing skin cancer, local wellness center classes, how prolonged sitting increases risk for coronary artery disease, nutrition, vaccinations, etc.	

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.
 - Content is sometimes a challenge, i.e., how to educate the public without preaching to the public.

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: May 2015

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">Aligned posts with other local agencies events and encouraged out followers to participate.Shared dozens of local non profits and government agencies posts to build likes from their followers.	
Study	
Review and Evaluate: <ul style="list-style-type: none"><i>Progress Towards Goal(s): Gained "likes" from employees and supporters of large local employers and organizations.</i><i>From those "shared " campaigns, created local buzz among groups regarding each other's initiatives. Had numerous other groups share our employment ads.</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: May 2015

Contact Information	
Provider Organization: Refugio County Memorial Hospital	
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 administration “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 hospital administrator in conversations for the consideration of a social media program.• Engaged hospital staff in suggestions for social media utilization• Engaged the EMS/Hospital training departments about the public education via social media	
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 accruing at the administrative level.○ EMS/Hospital training department are currently working on public education programs that could be distributed via social media.• <i>Challenges:</i><ul style="list-style-type: none">○ Concerns over legal risks	

Act

Next Steps: We will continue collaboration with staff and regional health partners to develop an effective social media program that will be an asset to the organization and the community we serve without placing the Hospital District at risk for litigation.

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: May 2015

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 Yoakum Community Hospital Facebook page	
Do	
Actions Taken: <ul style="list-style-type: none">• Created Yoakum Community Hospital Facebook page	
Study	
Review and Evaluate: <ul style="list-style-type: none">• <i>Progress Towards Goal(s):</i><ul style="list-style-type: none">○ Facebook page has been created; minor changes have been made to hospital website• <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">• Additional FTE budgeted for cycle which begins July 1, 2015	
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: May 2015

Contact Information	
Provider Organization: Border Region Behavioral Health Center	
Primary Contact: Alda Rendon	Email: aldar@borderregion.org
Goals	
Goal(s): <ul style="list-style-type: none">• 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 and Border Region's Facebook account.	
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, no response yet• Staff have completed Solutionreach webinar trainings• Facebook account for Border Region Behavioral Health Center as of last week in April	

Study

Review and Evaluate:

- *Progress Towards Goal(s):*
 - We are still in implementation stage
 - Webinar training have been completed by 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:*
 - 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
 - Updating Facebook page
 - Notify clients Border Region has a Facebook account

Act

Next Steps:

- Complete implementation of service with Solutionreach in conjunction with Cerner, expected to roll out (no date) for Webb, Starr at a later date
- Ensure that all client information is updated
- Inform clients of this service and instruct them
- Post flyers Center wide to notify clients and staff about Facebook page

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)
- Border Region Facebook account

RHP 4 | Coastal Bend Region

Raise the Floor Initiative | Quarterly Report Form

Reporting Period: May 2015

Contact Information	
Provider Organization:	UT Health Science Center Houston
Primary Contact: Anaelle Moal	Email: Anaelle.moal@uth.tmc.edu
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) 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 continue to be regularly updated with scheduled posts including "Motivation Monday", "Weekend Challenge", and regular updates on class schedules, locations, role models and local events. Pictures are posted each time a new program starts.<u>Sending text messages to families:</u> During the 10 week program, text messages are sent to families to remind them of the sessions. After the 10 week program, motivational text messages are sent to families that attended at least 10 sessions (out of 20) included the last session (sessions #20). The objective of the motivational text messages are to sustain program impact and motivate continued behavior change. Families receive one text/week.

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 staying connected with families.
- *Challenges:*
 - There are still a limited number of likes (242) on the Facebook page itself.
 - Identifying personnel to respond to questions posted, obtain consent to post photos of program, keep the schedule updated and provide continuous updates can be challenging.

Act

Next Steps:

- MEND Facebook page will continue to be regularly updated and links to MEND videos will be posted.
- 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

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