

Developing a Community Ambassadors Program

Washington State University | **Pullman Regional Hospital**

Matt Forge – Pullman Regional CEO

Becky Highfill – PRH Director of Learning and Innovation

Jean Logan – Community Ambassador, PRH Foundation Board

Jade Stellmon – WSU Program Administrator

Overview

- How we're involving community members
 - Recruitment
 - Onboarding
 - Resident Support
- What's in it for everyone



Setting Expectations

- We're new at this
- Goal is to share ideas
- Identify what's working already in your communities
- Method for sharing



Resident Recruitment



- Community Tours
 - Virtual
 - In-Person

Resident Onboarding



- Housing
- Childcare
- Faith/community groups
- Community integration
 - Shortcut/insider information
 - Plug into existing networks

Ongoing Support of Residents



- Adopt a Resident
 - Holidays
 - Recreational/community events
 - Meals
- Support spouse/family
- Life mentor

Benefit for the Residents

- Folds them into community
- Contributes to well-being
- Support system outside of program/medicine
- Family support



Benefit for the Program

- Shares responsibility of resident well-being
- Enthusiastic supporters
- Keeps program in touch with community identity, needs



Benefit for the Community

- Involved in process
- Community members better informed
 - Early adopters
 - Dispels misinformation
- Improves retention of top physicians



Questions/Discussion