Your Hosts Today

Stephanie Adler Yuan, MS
Director of Training & Education
The Schwartz Center for Compassionate Healthcare

Kathy Scopin, BSN, PHN, RN
Member Experience Advisor
The Schwartz Center for Compassionate Healthcare
Today’s Agenda

1. Introductions

2. Strategies for Marketing & Promoting Schwartz Rounds

3. Open Q&A
POLL
Remember: Schwartz Rounds is for everyone.
Start with the Planning Committee

• Most powerful resource for outreach
• Should reflect the organization you wish to reach
  • Multidisciplinary
  • Clinical/Non-Clinical
  • Bedside/Bird’s Eye
  • Out of the box
  • All levels

• Invite your communications experts
• Consider cases and topics that will have broad appeal
Ask yourself: Where do staff look for organizational news & updates?
Communications Tools & Resources

Leverage communications tools *already in place*:
- Screensavers
- Flyers
- Posters
- Newsletter/intranet articles
- Email
- PA System
- Town hall meetings
- New employee/physician/resident orientation

*Schwartz Rounds rituals can create buzz.*
Spreading the Word: Timing It Right

Before Rounds
• Engage comms/marketing/CE dept.
• Introduce at staff or department meetings.
• Reach out to department heads/senior leaders 1:1.
• Via Planning Committee

During Rounds
• Share dates for upcoming Rounds.
• Introduce Planning Committee members as a resource.
• Encourage participants to invite colleagues.

After Rounds
• Thank panelists, senior leaders for participating.
• Consider follow-up email to participants.
Consider:
Some examples from member institutions.
Attendees will be eligible for 1 hour of credit for CME or CEU.

The Schwartz Center for Compassionate Healthcare is pleased to present:

“Caring for a Loved and Respected Colleague”

Our next Schwartz Center Rounds will be held on Thursday, August 22

at 12:30 pm to 1:30 pm.

(Lunch will be provided at 12:00 pm)

in the SVR - Terry Conference room.

Open to all associates and locations.

Please join us!

For more information, please visit www.theschwartzcenter.org
“This is not about what happened. This is about how it made me feel.”

Schwartz Rounds. Coming soon for all Jacobi staff.
Week of November 26

Schwartz Rounds®. We are doing this again—Join us on November 28 at 12:15 pm in the 4th Floor Auditorium (Building 1) – click here for full details.
Annual In-Service Training + Sexual Harassment Awareness Training - All staff must complete annual in-service and sexual harassment awareness training by the end of the year. Training will be in the building 1, 4th Floor Auditorium on Mondays 2-3 pm and Thursdays 3-4 pm. Walk-ins welcome!
Get Your Jingle On! Employee holiday party – join us on December 12 at 6:30 in the Atrium – click here for full details.
World AIDS Day Observance – Join us on November 30 at 11 am for this annual event

Monday, November 26
New Nursing Forum • 12 pm and 9 pm (Building 1 – 4th Floor Auditorium)
On My Mind - from CEO Christopher Mastromano

Whether you are a surgeon, dietary aide, unit nurse, HP officer, chaplain, or housekeeper, we all regularly bear witness to patient or family suffering, trauma, conflict, and heartache. In these stressful situations, we know that compassionate care is critical to making the patient experience the best that it could possibly be. But these interactions are painful for us to experience and process, and can adversely affect stress level and job satisfaction.

Soon, all staff members will be invited to participate in a program that focuses on compassion in ways to help improve both the patient and the caregiver’s experience in the healthcare setting. As a new organizational member of the Schwartz Center for Compassionate Healthcare, Jacobi will host a regular series of lunchtime meetings for staff from every level of the organization. The purpose is to discuss the challenging and often painful emotional issues we experience in our dealings with patients and families, and to provide support for one another by sharing ways to cope and heal.

These luncheon discussions, called Schwartz Rounds, are the brainchild of a Boston attorney, father, and husband by the name of Ken Schwartz. At 40 years old, Ken was diagnosed with advanced lung cancer. During the many months of his ordeal, Ken was struck by the powerful human connection which lies at the
Tools & Resources for Your Team
SCCH Online Member Community
SCCH Tools & Resources

Member Community

Welcome to the Schwartz Center Healthcare Member Community where you can find news and resources on member benefits, educational programs, continuing education opportunities and events that support clinician well-being, enhance the quality of care and enable better outcomes and create a more positive and rewarding experience for all members of the care team, patients and families.

Most Popular Pages
1. Member Benefits
2. Facilitation Video Modules
SCCH Tools & Resources

• SCCH Member Community Website
• Sample Planning Committee Charter/Agenda
• Sample Marketing Materials/Flyers
• Schwartz Center Facilitation Workshops

& Your Friendly Member Advisors:
  Kathy Scopin: kscopin@theschwartzcenter.org
  Stephanie Adler Yuan: sadleryuan@theschwartzcenter.org
POLL
Use the “Questions” pane on your screen to ask questions or share comments.

Please stay muted unless you’d like to speak – in which case raise your hand using your toolbar and we will call on you!
Thank you

www.theschwartzcenter.org