

Morton Hospital

Patient and Family Advisory Council Annual Report

Overall Goals

1. Enhance visibility in the community
2. Improve patient's experience
3. Improve patient satisfaction scores

Enhance Visibility in the Community

PFAC participated with planning of and making recommendations for:

- Quarterly community calendar of events and community outreach (i.e. National Prescription Drug Bring Back Day, Relay for Life, Bimbo Bakeries Employee Health Fair, Taunton Area Chamber of Commerce (TACC) Business Women's Celebration and Exposition, Lowe's Safety Day)
- Quarterly community education calendar
- Steward's Pride of Taunton Campaign with respect to billboards, newspaper marketing and bilingual marketing strategies
- Internal and external marketing strategies to promote Morton's quality achievements, recognitions, awards, and accreditations
- Communicating to the public through multiple forums Morton's proposed acquisition to Steward Health Care System and impact the acquisition will mean to the community

Improve the Patient's Experience & Patient Satisfaction Scores

PFAC participated with making recommendations for:

- Improving communication between the patient/family & healthcare provider with customized patient communication boards for engaging patient/family in the patient's plan of care
- Subject matter to be incorporated on the rolling screen television placed in the ED waiting room
- Content for the emergency department brochure
- Content to be placed on the Portuguese television channel
- Content for the newly designed posters placed in the elevators and public areas
- Identifying strategies to be successful in moving the hospital towards a Tobacco Free campus

Additional PFAC Accomplishments

- Elected PFAC co-chairs
- Amended by-laws related to PFAC member orientation
- Recommended adopting scripting for PFAC members when speaking to community members in laymen's dialogue