Hospital Kick-Off Celebration Planning Checklist

Tips for hosting an event to celebrate your hospital’s participation in the ACC Patient Navigator Program



**Congratulations on joining the ACC Patient Navigator Program!** Your involvement is worth celebrating and sharing with your hospital and local community.

To help you organize a kick-off event, the ACC has created this planning checklist along with a sample invitation. Please contact Susan Rogers at *ncdr@acc.org* or (800) 257-4737 if you have any questions about this checklist or for assistance with your event.

Target Audiences for Your Celebration Event

Keep the following target audiences and supporters in mind as you plan your celebration.

**Hospital Administration**

This program highlights the activities and accomplishments of your department to your CEO, hospital administrator, nursing administrator, and other administrative staff. It also provides an excellent opportunity to increase community awareness of your facility.

**Medical Staff**

Ongoing communication and cooperation with your medical and nursing staff will be essential to the success of this program. Involve your nurses and physicians in the celebration to educate them about the program and show how much you appreciate their support.

**Your Navigator Team**

Members of the Navigator team and staff responsible for your hospital’s current patient follow-up and surveying deserve special recognition and appreciation. Their work has laid the foundation for your involvement in the ACC Patient Navigator Program.

**Members of Your Local Community**

Use this opportunity to spread the word about your efforts and the great work you are doing, as well as your commitment to improving care transitions and patient outcomes. The patients who will benefit from the program will be impressed by your commitment to their health. Other members of the community such as local leaders and partner organizations will also be interested in your involvement in the program.

Planning Your Celebration Event

In order to help you plan your kick-off event, we have provided some suggestions.

**Event Ideas and Planning Checklist**

□Contact your administration office for approval of a kick-off event and event guidelines

□ Select a date and time for your event by speaking with your administrators and Navigator team members. We recommend holding your event in November or early December to time it with the national press release we will be distributing to announce the chosen ACC Patient Navigator Program hospitals. Check for possible conflicts (for example, parades, and other major events) that may affect ease of access or attendance

□ Reserve a room or designated space within your hospital

□ Create a kick-off event team to help with: PR/marketing, attendee recruitment, agenda development, and event coordination

□ Make a list of people to invite which can include:

1. Hospital staff including physicians, nurses, NCDR registry and H2H team members, quality improvement staff and administrators, hospital board members and patients
2. Community leaders/partners, nursing homes, senior centers, physician practices, local healthcare organizations, patient advocacy groups, government or public health agencies

□ Send 2-3 possible dates to Susan Rogers at ncdr@acc.org so we can make arrangements to invite a local ACC physician leader and AstraZeneca leadership

□ Develop goals and a brief opening ceremony outline and comments from key attendees. Representatives from the ACC and AstraZeneca will be happy to give brief remarks during the event

□ Confirm your event date with Susan Rogers

□ Notify your hospital’s public relations department about the event so they can plan to send out a news release and invitation to the local media

□Distribute invitations, by mail whenever possible

□Consider arranging for decorations such as table cloths, balloons, flowers, promotional give away items, etc.

□Order and arrange for light snacks and refreshments to be served during the event

□ Coordinate the printing of posters, flyers, your event signage template and any other print materials following the program logo usage guidelines

□ Start publicizing the event 3-4 weeks prior to the event date. Possibilities include posting flyers in patient and employee information areas and placing articles in your patient and employee newsletters

□ Arrange for an event photographer to take photos during the event

□ Make arrangements for providing hospital tours

□ Provide name tags for guests

**Post-Event Ideas and Checklist**

□ Send thank you letters to individuals who attended the event

□ If media did not attend, consider following up with a post-event news release and let reporters know you have photographs from the event. Community papers will often run photographs with long captions from local events. Also, see our “Tips for future outreach” in the Hospital Marketing and Communications Kit for ideas to possibly engage with local media in the future.

□ Email a few favorite photos of the event to the ACC at ncdr@acc.org so we may include them in coverage about the program

□ Display color photos of the event for staff and patients to see

□ Submit a post-event article with photo to your hospital newsletter

□ Share pictures from the event through your hospital’s social media networks. Use #PatientNavigator on Twitter and Facebook.

Sample Event Invitation

You may use this template to announce your event and invite staff, patients, community members and members of the local media. Feel free to edit this as you wish or create your own invitation, but please be sure to always use the correct, full name for the program, “ACC Patient Navigator Program”. More detailed guidelines for promotion of the program will be provided as part of the larger Hospital Marketing and Communications Kit.

*[Hospital name] invites you to join us as we celebrate our selection as one 35 hospitals in the country to participate in the American College of Cardiology (ACC) Patient Navigator Program. Developed by the ACC and supported by founding sponsor, AstraZeneca, the ACC Patient Navigator program is the first of its kind in cardiology. The program will allow us to provide personalized services to heart disease patients and help them avoid a quick return to the hospital.*

*We invite you to a celebratory event to meet the members of our ACC Patient Navigator team and learn more about the program.* *The event will be held on [Date] from [time] to [time]. Please join us in [room or suite] in our [building name], located at [address]. Light refreshments will be served. Dress is business casual. Please rsvp to [insert name and contact] by [date].*

*We hope you can join us!*