

September 3, 2019

LEADERSHIP VISION



Hi Team!

I hope you had a wonderful Labor Day Weekend and are ready to head into the fall football season with a bang – Go Bengals! At TriHealth, the start of fall marks the kickoff of our second annual One Campaign, which begins next Monday, September 9<sup>th</sup>.

Last year, based on team member feedback, the One Campaign was launched to simplify and streamline our TriHealth giving campaigns for United Way, ArtsWave, and our three TriHealth Foundations (Bethesda Foundation, Good Samaritan Foundation, and the McCullough-Hyde Foundation). Thanks to the generosity of our TriHealth Team, the first year of our One Campaign was a great success, resulting in a significant increase in total gifts received. These gifts are now actively at work in our community improving physical and mental health, reducing hunger, strengthening financial health, and creating educational opportunities for our more than 1.5 million neighbors.

For this year, many team members asked to bring back some of the energy and excitement of our old campaigns, and that's exactly what we're doing! **Local leaders have been given the budget, tools, and support to create site-specific One Campaign plans and activities** that will enable your local teams to enjoy friendly competitions and have some fun. So let the games begin!

At the system level, we're also kicking things up a notch this year with a few new campaign features. First, we're proud to be investing in an innovative transportation solution, called **Ride United**, in partnership with the United Way and the ride sharing industry – that will be supported through this year's One Campaign. Ride United is being developed to provide patients in need with safe, reliable, on-demand transportation at no charge to ensure they get to and from scheduled healthcare appointments.

We've also developed our own **United Way TriHealth Population Health Impact Fund** which will benefit Ride United, People Working Cooperatively, Freestore Foodbank, Healthy Harvest Mobile Market, and Addiction Services Counsel. These agencies offer vital services – transportation, housing, nutrition, and addiction treatment – that address "social determinants" we know play a key role in improving the health of our population. You can choose to donate to a specific agency within the Impact Fund or donate to the general fund and your gift will be divided evenly among the agencies.

Finally, we're energizing our One Campaign this year with the biggest team activity yet – I'm hoping to get at least 100 TriHealth team members and physicians to join me on our **Ride Cincinnati TriHealth cycling team**! All of the money we raise will go toward the One Campaign (in support of our Foundations) to benefit patients and families of the TriHealth Cancer Institute. If at least 100 team members sign up, I will personally ride the 45-mile route, and yes, in *one day*! And if we get 200 TriHealth riders, I'll ride the full 100 miles!! Anyone from TriHealth who registers for 26 miles or more will have their \$75 registration fee waived and will receive a really cool, complimentary TriHealth cycling jersey! [Click here](#) to register and be sure to use code **TriHealth19** to join our team.

I hope you're as excited as I am to show our community just how much we care by making this another record-setting One Campaign! As always, thank you for Living our Values and for everything you do to make TriHealth and our community great!

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## TriHealth Hospitals Receive Blood Management Certification

Bethesda North and Good Samaritan Hospitals achieved certification from The Joint Commission/AABB for their Patient Blood Management (PBM) program. This program is designed to help our organization further its goals to continuously provide safe, high quality care, treatment and services. Patient blood management is an evidence-based, multidisciplinary approach to optimizing the care of patients who might need transfusion. PBM can reduce the need for allogeneic blood transfusions and reduce health-care costs, while ensuring that blood components are available for the patients who need them.

## LifeStyles Weekly Health Tip

Drinking enough water will not only help you stay hydrated throughout the day, but can even help you lose weight by boosting metabolism and helping you feel more full. One study showed drinking two glasses of water 30 minutes before each meal increased weight loss by 44%. Give it a shot!

## Order Promotional Items Through the TriHealth Brandstore

The new [TriHealth Brandstore](#) is an online portal for TriHealth leaders to bulk order logo or branded items for their teams or TriHealth events. The wide variety of products, including apparel, bags, cups, pens and much more, are already pre-approved by Marketing Communications and adhere to TriHealth brand standards. Learn more on [Bridge](#).

## Weekly Huddle Message: Feedback is a Gift

We received great feedback as a system from our 2019 Engagement Survey, and we are thankful for the chance to improve for our team members! Within your teams and departments, invite continuous feedback to strengthen trust and team work. Be open-minded and assume positive intent while receiving feedback.

*"People never become defensive about WHAT you are saying (the content). People become defensive because of WHY they think you are saying it (your intent)."*

- *Crucial Conversations*; Patterson, Grenny, McMillan, Switzler