



# SWEDISH

## Caregiver Campaign



## Your impact through giving

You are giving our nurses the tools they need to better care for themselves and for our patients.

**W**e're blown away by your generosity. Every day your work puts our patients first. With your gift through the Caregiver Campaign, you've taken your commitment to the next level.

Thank you for your profound contribution.

We're excited to share highlights of all you've made possible this year. Your giving makes a difference in the lives of our patients and our colleagues across Swedish and beyond.

### Investing in our top priorities

Gifts to the Fund for Excellence (formerly the Greatest Need Fund) support top priorities of Swedish, hand-chosen by our CEO, R. Guy Hudson, M.D., MBA, and senior leadership.

Last year the community and caregivers like you donated nearly \$1 million for these three top priorities:

### 1. RN Unit Education Champions

Nursing has changed over the years. Our nurses are caring for patients who require more complex care with ever-evolving technology and regulatory requirements. To meet these challenges and keep our nurses at the forefront of the field, one of leadership's top priorities is to invest in ongoing education and training.

The RN Unit Education Champions pilot program provides bedside learning for nurses across our five hospitals. Starting this fall, 12 dedicated RN Unit Education Champions—bedside nurses with at least three years of experience and evidence of previously demonstrated leadership abilities—will devote up to 24 hours per month to provide hands-on training on new procedures, new equipment and other important areas. The program will also create opportunities for professional growth for our mid- and advanced-career nurses

who want new challenges.

Our new nurses will benefit from real-time support and mentorship. "It's great if you've got somebody at your elbow showing you a new tip or skill," says Margo Bykonen, Chief Nursing Officer. "You are learning while on your shift, and you don't have to leave to go to a classroom."

This program will enhance our already strong education programs, helping our nursing teams extend their ability to provide extraordinary health care to our patients. Your gift is making this vision a reality.

## 2. Behavioral Health Concierge Program

The behavioral health needs of people across our country are at an all-time high. And our community of caregivers face these same challenges.

We take prescriptions for our mental health diagnoses.

We live with anxiety and depression.

We have family members who suffer from mental health problems and need support.

One in 5 adults across the country experienced a mental illness in 2018.

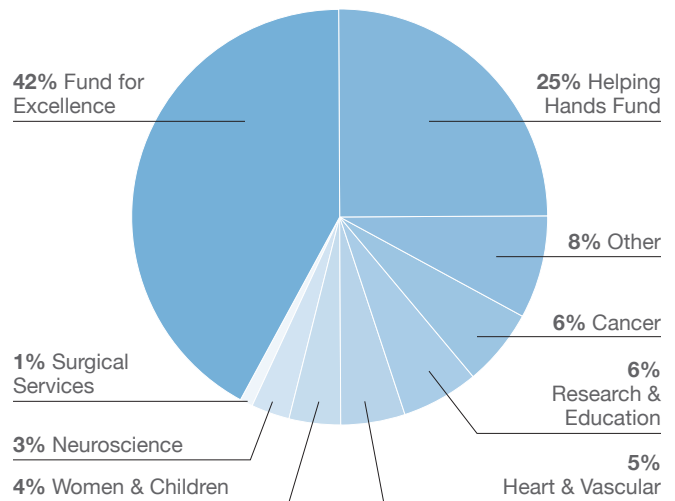
And yet only 5% of us took advantage of the Caregiver Assistance Program last year. And for those who did reach out for help, it could be simple to get medications but challenging to navigate the system to find a therapist or clinician to connect with.

This year Dr. Hudson and the leadership team chose the Behavioral Health Concierge Program as a top priority because, like our patients, our caregivers need more direct resources to address behavioral health needs.

And with this support, even the simple act of

## 2018 Caregiver Campaign

Where you gave last year



reaching out can make a difference. "Symptoms can actually come down quite a lot just from scheduling an appointment," says Josh Cutler, Clinical Lead, Behavioral Health Concierge Program.

Thanks to you, the Behavioral Health Concierge Program has increased access to care by allowing us to hire more Telehealth providers. It has also helped launch Mental Health First Aid training for caregivers and create wellness workshops, videos and podcasts provided through our Telehealth team.

Your gift puts the health and wellness of you and your fellow caregivers front and center. Thank you!

### How the Behavioral Health Concierge Program works

Start by calling 833-724-9355



You or your dependent will schedule a confidential appointment



A licensed mental health professional meets you via Telehealth and completes an assessment



You are provided the right assistance for your unique needs



You'll receive face-to-face virtual counseling blended with computerized cognitive behavioral therapy



You'll also receive support for navigating the mental health system, as needed

### 3. Scheduling upgrade

Apps help us do everything from hailing a ride to ordering same-day grocery delivery. So when it comes to health care, our patients expect a streamlined, easy-to-use experience—especially to schedule something as simple as a doctor’s appointment.

But for those of us who work in a clinic, we know providing this seamless experience is often easier said than done.

“Health care should be about keeping people healthy outside the hospital,” says Jatin Motiwal, Chief Operating Officer, Swedish Medical Group. “If someone can’t get an appointment, they’ll say, ‘Well, that system is too frustrating.’ Access is 80% of the equation for the average patient.”

Using your gift to the Fund for Excellence, senior leadership will continue our strategic Health 2.0 plans to increase access to care at Swedish by:

- Expanding our patient engagement team to streamline the appointment-scheduling process. Call just one number to access all the clinics across our network.
- Developing user-friendly online scheduling tools to enable appointment scheduling in real time.

Not only will this new system help us meet patients’ expectations with its increased ease of use, but it will also hopefully encourage them to proactively schedule appointments before an issue becomes urgent.

### Your giving at work

Gifts to the Caregiver Campaign also fund programs that benefit our colleagues, help patients and fund leading-edge research.

In addition to the Fund for Excellence, your support strengthens our community and patient care. Here are just a few examples of how gifts to the Caregiver Campaign make a difference:

#### **Helping Hands Fund (formerly the Employee Emergency Fund)**

The Employee Emergency Fund has been renamed. But don’t worry, its purpose remains the same. Your generosity provides assistance to our fellow caregivers who are experiencing unforeseeable financial emergencies, from family medical emergencies to a spouse losing their job. Many of our caregivers don’t know this support is available so we want to be sure and provide the

## How to access the Helping Hands Fund

**Do you need assistance with a financial emergency? Here’s how to apply for aid through the Helping Hands Fund:**

1. Call Optum at 844-875-5716.
2. Identify yourself as a Swedish caregiver.
3. Request an assessment interview and application for the Helping Hands Fund.
4. Complete the application and follow Optum’s instructions to return it.

info (see sidebar) should you or a fellow colleague ever need a helping hand.

#### **Center for Perinatal Bonding and Support**

Mental health issues are the most common complication of pregnancy. Your support provides outpatient therapy, reproductive psychiatry and a partial hospitalization program to help women through pregnancy and the first few months with a new baby. This allows the mother-baby bond to develop in a safe, non-judgemental environment while mothers get the support they need.

#### **Mobile Mammography**

Thanks to you, our two Breast Care Express coaches bring screenings to thousands of women who might not otherwise have access to a mammogram. This program reaches women at events, outside of Swedish clinics and in underserved communities across the Pacific Northwest.

### Looking ahead

Last year 7.5% (about 900) Swedish physicians and caregivers—including you—gave to the Caregiver Campaign.

We’re so grateful for your commitment to our team and our patients. When we come together to invest in our mission, we inspire our patients and community to partner in our work.

**With your continued support, let’s aim to reach 10% participation in this year’s campaign, launching in October 2019.**

# Thank you for your extraordinary caring.

For more information or to continue your investment in Swedish  
through the Caregiver Campaign, please contact:

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