

ASPR TRACIE Technical Assistance Request

Request Receipt Date (by ASPR TRACIE): 6 November 2015

Response Date: 13 November 2015; updated 1 August 2019; updated 21 April 2021

Type of TA Request: Standard

Request:

The requestor asked if ASPR TRACIE had any examples of written marketing materials targeted to hospital administrators on the benefits of hospital staff participating in local healthcare coalitions (HCCs). The requestor noted that their organization received feedback from hospital preparedness staff who are being required to justify the productivity hours needed to participate in HCCs.

Response:

The TRACIE Team reached out to our ASPR TRACIE Subject Matter Expert Cadre (SME) members with expertise in the HCC field. The team also conducted research to gather marketing materials, tools, guidance documents, and other resources listed below.

As identified through our research and resources collected within this response document, the following is a list of example benefits to hospitals and their staff for participating in local HCCs:

- Opportunity to participate actively in county-wide or regional emergency preparedness planning, training, and exercises that test organizational and regional capabilities.
- Opportunity to advise local public officials about policy matters in emergency planning and response.
- Expand regional planning and agreements.
- Bridge the gaps between public and private partners.
- Participate and/or develop educational opportunities.
- Share best practices and lessons learned.
- Access to timely information and situational awareness.
- Access to communication systems and an organized system for resource sharing.
- Strengthened ability to advocate for resources and regulatory changes to support effective emergency preparedness and response.
- Develop relationships with other community groups to leverage resources and meet organizational goals.
- Receive additional resources and/or support.
- Assist in building community resilience.
- Interact with community partners to discuss issues involving safety, risks, response, and other topics.
- Create opportunities to educate yourself, your employees, and your coworkers about emergency preparedness.
- Provide staff and facilities with access to educational information (e.g., training, educational tools, and emergency planning materials) and SMEs.

- Help build relationships, tolerance, and understanding between various religious, cultural, and community groups.

In addition, opinions and anecdotal information received from ASPR staff and SMEs are provided as follows:

- A few examples of how we have “advertised” the benefits of participating in a HCC to our hospitals include:
 - Sharing of plans, training materials, and development of trainings and exercises.
 - Coordination/ conduction of exercises and trainings.
 - Condition of receiving Hospital Preparedness Program (HPP) funds/ benefits.
 - Consistency and timesaving when developing joint policies (i.e., time commitment for participating in the coalition is rewarded by time saved for each institution/ agency in developing their own policies/ procedures to meet operational needs and satisfy standards and grant requirements).
 - If coalition members agree to provide support to each other during an evacuation of a facility, it reduces the need for contingency planning for evacuation destination/ ongoing care required by Joint Commission and other standards organizations.
- Joint Commission requires evidence of coordination with other community agencies and facilities, and coalition participation is a key way to document engagement/ participation.
- Some coalitions have benefited by joint purchasing of supplies, coordination of infection control policies, and creation of joint operational or behavioral health response teams or augmentation teams that can provide an institution significant support during and after an incident.

I. Marketing Materials

Kansas Department of Health and Environment. (n.d.). [Connect with Healthcare Emergency Response Peers](#). (Accessed 4/21/2021.)

This flyer describes the top four reasons that individuals should get involved in a coalition.

Kansas Department of Health and Environment. (n.d.). [Preparedness Through Partnerships: Become a Member of a Healthcare Coalition to Improve our Communities’ Preparedness](#). (Accessed 4/21/2021.)

This flyer provides a definition of an HCC and addresses the benefits to participating in a coalition.

II. Tools and Templates

Kansas Department of Health and Environment. (n.d.). [Kansas Specific Healthcare Coalition Resources](#). (Accessed 4/21/2021.)

This website provides resources, flyers, and templates that HCCs can customize to suit their needs. Examples include a Kansas Healthcare Coalitions Overview, Healthcare

Coalition Case Studies, a Healthcare Coalition Charter Template, and two flyers related to HCC messaging and engagement (included in the previous Marketing Materials section).

Sonoma County Department of Health Services. (n.d.). [Healthcare Coalition Toolkit](#). (Accessed 4/21/2021.)

This website provides resources for HCCs including templates, guides and other governance documents. A few of the documents are specific to Sonoma County, but may be a good source of information for other coalitions.

III. Guidance Documents

U.S. Department of Health and Human Services. (2007). [Medical Surge Capacity Handbook, Chapter 4, 4.3. Healthcare Coalition Regional Roles](#).

This chapter in the Medical Surge Capacity Handbook describes the role of the regional HCC in regard to response support, information sharing, and resource sharing.

IV. Additional Resources

Association of State and Territorial Health Officials, and National Association of County and City Health Officials (n.d.). [Healthcare Coalition Matrix](#). (Accessed 4/21/2021.)

This matrix provides an overview of a webinar conducted on September 4, 2014 entitled: [Healthcare Coalitions: Governance and Sustainability](#). The matrix also highlights some promising practices in healthcare coalition development.

Florida Health. (n.d.). [Florida Healthcare Coalitions Executive Summary](#). (Accessed 4/21/2021.)

This document highlights the purpose of HCCs, sources of federal funding, objectives, and coalition requirements.

Hanfling, D. (2013). [Role of Regional Healthcare Coalitions in Managing and Coordinating Disaster Response](#).

The author provides an overview of the history of coalition development in the National Capital Region, describes the "optimal framework for coordinating response between existing HCCs and emergency management infrastructure," and explains how regional networks can bolster communications and situational awareness.

Healthcare Coalition Council of King County. (n.d.). [King County Healthcare Coalition](#). (Accessed 4/21/2021.) Center for Infectious Disease Research and Policy.

This presentation reviews how the coalition in King County, Washington defines coalition responsibilities; benefits to members; expectations of members; coalition governance; priorities; and planning issues. This was the original model used in the early

formation of the King County Healthcare Coalition when it was based at Public Health-Seattle and King County. It is now known as the Northwest Healthcare Response Network and is a private 501c3 entity involving multiple counties.

Holt, C. (2014). [Hospital Coalitions Save Money and Improve Care](#). Harvard Business Review.

The author explains how local and regional collaboration reduces healthcare costs and improves patient outcomes.

Kansas Department of Health and Environment. (n.d.). [Healthcare Coalitions Case Studies and Examples](#). (Accessed 4/21/2021.)

This document provides case studies, HCC governance documents, and a position paper on how to assemble effective coalitions.

Walsh, L., Craddock, H., Gulley, K., et al. (2015). [Building Health Care System Capacity to Respond to Disasters: Successes and Challenges of Disaster Preparedness Health Care Coalitions](#). (Abstract only.) Prehospital and Disaster Medicine. 30(2): 112-122.

The authors interviewed nine HCC leaders to identify benefits and challenges related to healthcare coalitions and their ability to augment healthcare system preparedness for disasters. The article discusses promising practices for: stakeholder engagement; communicating value and purpose; simplifying processes; formalizing connections; and incentivizing participation.