

Improving Upward Communication In Community Healthcare Organizations For Effective Allocation of Resources

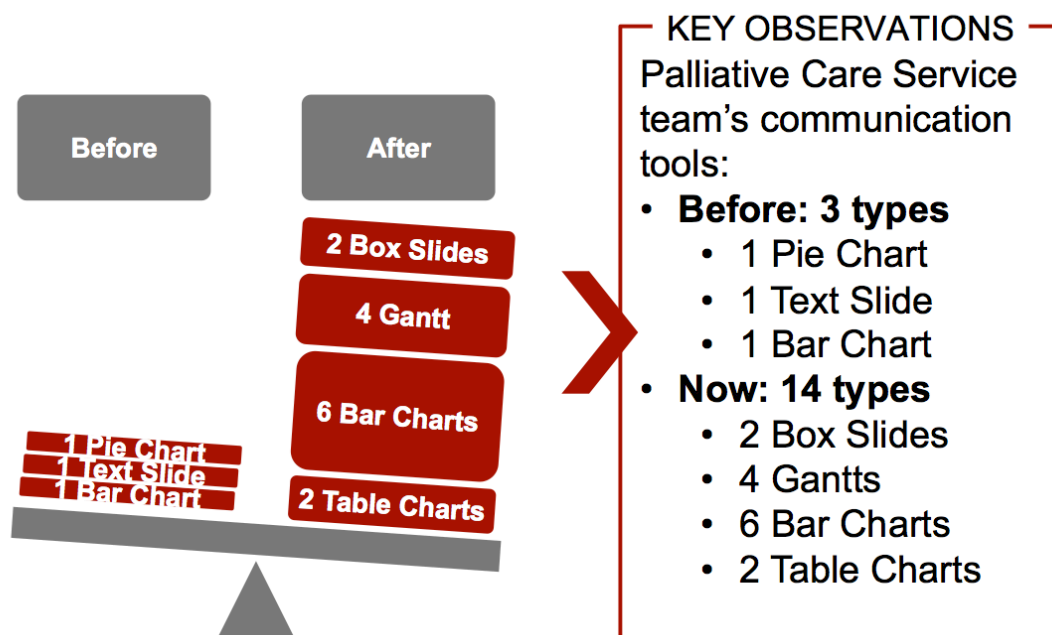
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San Francisco General Hospital (SFGH) is a public hospital located in south SF, their patients are 80% low-income families. Palliative Care Service provides hospital-based consultation services for patients with serious illnesses and their families. Due to inconsistent communication to the hospital's senior management, the Palliative Care Service team is unable to effectively describe the value of their service, resulting in lack of buy-in from senior management and the inability to gain funding to expand their program. Our goal is to develop a standardized internal update deck appropriate for Palliative Care Service to effectively communicate to the SFGH senior management to achieve buy-in and improved outcomes for funding the growth of their program.



Increased variety of effective communication tools improves the Palliative Care Service team to get the most value out of the documentation provided to senior management. Box slides bucket and prioritize key takeaways more clearly than text

slides. Table and bar charts show more clearly the growing impact year to year of the program. Finally, Gantt charts visualize the current status of projects within the overall plan, providing confidence to or enabling higher impact feedback from senior management.

“These templates are helpful in picking out our top program highlights...I presented with the charts you provided and received praise from the senior management!” – Director, Supportive & Palliative Care Service

“We appreciate all of the organization and help in thinking through what we want to communicate to different stakeholders...” – Associate Director, Supportive & Palliative Care Service

“I was very impressed with the organizational and planning skills that XF have demonstrated. Especially their persistence, active follow up and keeping me in the loop, and how professionally XF conducted themselves in the meeting...” Senior Development Office, SFGH