

Community Readiness

*Importance
of hospitality to
recruitment and **retention** of medical
provider families*

Hospitality

the friendly and generous reception and entertainment of guests, visitors, or strangers.

Rural Communities

Characteristics of the people who are from the community.

- Small population
- Prefer face-to-face contacts
- Agricultural is a mainstay
- Close contact with nature
- Homogeneous
- Social strata is layered
- Fewer interactions – family fulfills social needs
- Rigid mobility
- Solidarity
- Family controls behaviors

A Simple Truth

“The art of being human takes practice...
You cannot think your way into a new way of living.
You have to live your way into a new way of thinking.”

People are a product of their culture: assumptions, beliefs, values, ideas, ideals, and to some extent our abilities.

Are acts of hospitality strategic or tactical?

- One time events are tactical...favors.
- Ongoing events to integrate people into a community may require more energy, resources, and commitments.

People

Who are we?

Assumptions are deep-seated in the functions of our everyday lives.

Assumptions are safe and comfortable.

Reality is a cultural construction.

We are more connected than ever and feel and act disconnected.

Living takes a lifetime of practice.

“Understanding how we make the world – how it could be made or understood differently – is the road toward realizing our full human potential.”

The Provider

Family physicians represent .08% of the population (2010 census data)

Accomplished (highly trained or skilled) not entitled (believing oneself to be inherently deserving of privileges or special treatment)

Missionaries – experiences few in the community have had or may relate to understand

Driven to care for others

Are provided admiration not empathy

The Prism

“A clear vision makes trade-off decisions much clearer...It shapes and influences every key decision that you make. It outlines what you will do, and what you won't do. It is the essential prism through which significant decisions should be made.” p. 16

What is your vision? What is your aspiration? What decisions will you make?

Kaplan, R. (2011). *What to ask the person in the mirror: Critical questions for becoming a more effective leader and reaching your potential*. Harvard University Press: Cambridge, MA.

Key Questions

Why is friendliness, warmth, approachability, kindness important for the people in the organization/community?

To what great cause will hospitality contribute to the organization/community?

What would the healthcare community look like in ten years if hospitality is an accomplished outcome for the organization/community?

What are the distinctive characteristics of hospitality in your organization/community?

Priorities/Skilled Judgment

What are the critical tasks we must do superbly if we are to achieve our vision?

Three to five priorities...

Consciously make choices.

A process that worked

- Attributes

- Small community
- Interested in being a part of something
- A willingness to take time from their lives for others
- Opening their homes to share their culture
- Creating a community by getting together and then inviting others in the community to join the events

Care cycle

- Adam Grant's work
 - Givers, Matchers, and Takers
 - Which type fits a provider willing to consider working in rural anywhere?
- Care delivery value chain

Will new providers stay?

In the software industry (technical skills in high demand) “Forty-three percent say their day-to-day role wasn’t what they expected, 34% report that an incident or bad experience drove them away, and 32% didn’t like the company culture.”

“Millennials and gen Z workers are purpose-driven, says Bitte. “They want to be connected, and if the job isn’t working out, they’re vocal and they’ll walk,” she says. “They’ve never had a layoff, and always had tons of choices. This forces companies to focus on culture.””

Communicate – build personal relationships; Assign a buddy; Have a culture of speaking up.

<https://www.fastcompany.com/40583243/this-is-why-new-hires-leave-within-the-first-90-days>

Changing the Culture

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Ambassadors

- Align and communicate
- Assign the task of building and maintaining personal relationships
- Develop 'backstage' passes among those to connect with providers
- Those who are connected with the providers work to keep them engaged
- They are also a channel for feedback from the providers
- Have empathy and listen to their concerns, frustrations, and ideas
- Relationships matter

Stubblefield, A. (2005). *The Baptist health care journey to excellence*. Hoboken, NJ: Wiley.