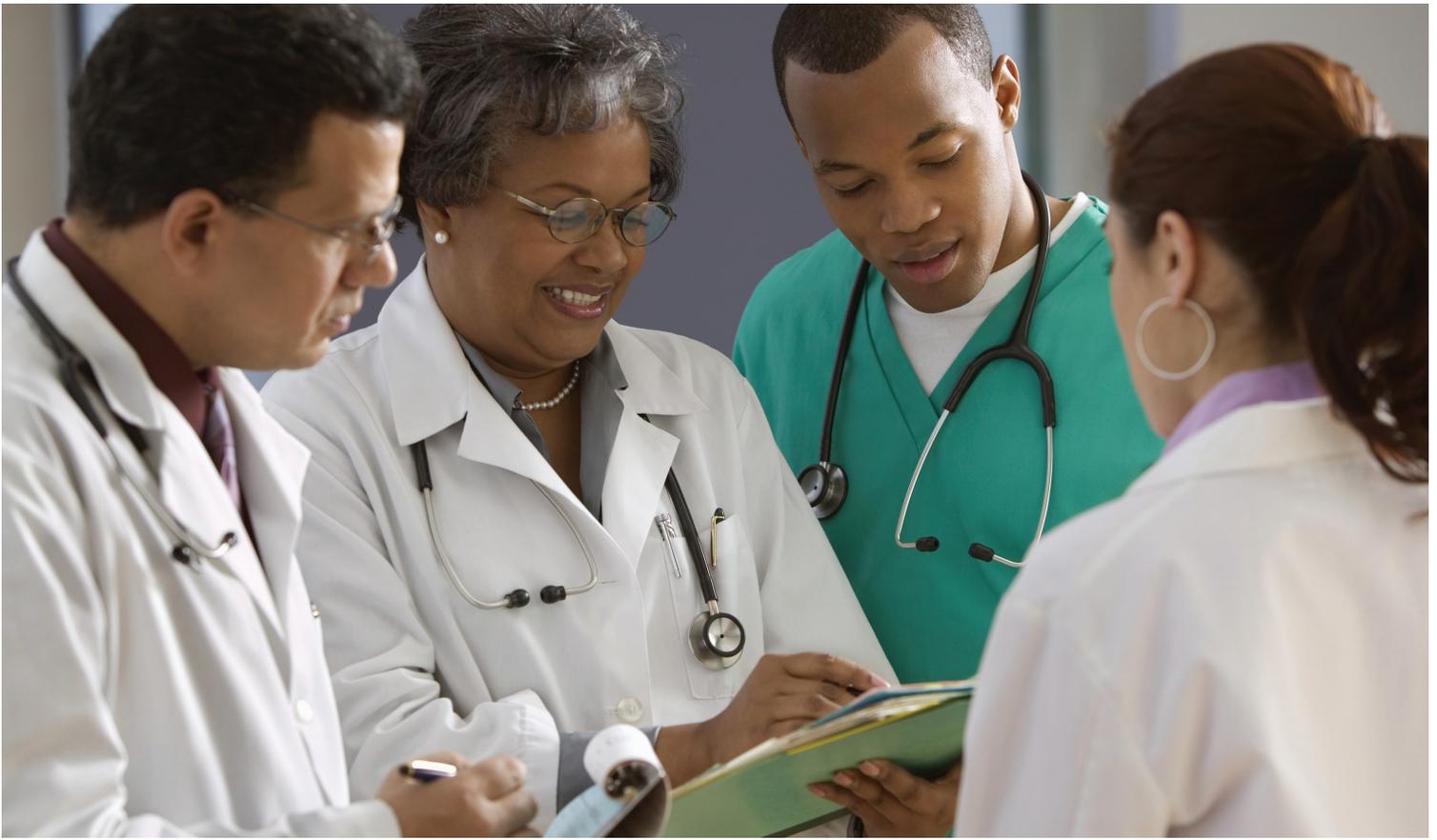




PROGRAM OVERVIEW

# EDHeroes



## A chance to honor your hospital's heroes

Optum's EDHeroes is a new program to recognize the exceptional service of the people who keep the Emergency Department working round the clock.

## Pay tribute to your everyday heroes

Scrambling to keep up with rising patient traffic, the professionals in your ED work night and day to soothe pain and save lives. Optum created EDHeroes to share the stories of heroism in health care's most challenging setting — and to help you honor the people who keep your ED running smoothly.



## Know a hero? Please introduce us.

At Optum, we're searching across the country for everyday EDHeroes — exceptional people with remarkable stories to tell. Sharing their stories across the health care community is our way of recognizing the dedication of practitioners working on the front lines of health care.

Please join our effort by nominating members of your team for recognition in our nationwide EDHeroes profile series.

## What does it take to be a hero?

While you and your organization will define heroism as it best fits your organization, Optum's EDHeroes campaign honors health professionals, managers and IT specialists known for exceptional service in hospital emergency units — especially those who have helped guide their colleagues through times of transition. We define an EDHero as an individual who:

- ✦ **Strives beyond duty's call** to provide timely and compassionate care to patients in need
- ✦ **Steps up to help colleagues**, inspiring teamwork and cultivating a productive work environment
- ✦ **Shows ingenuity** and leadership in attempting to improve ED success measures
- ✦ **Works collaboratively** with other units to advance the well-being of the entire organization
- ✦ **Exhibits unwavering integrity**, perseverance and professionalism in service to the community

## Help us tell your hospital's inspiring stories.

Use the nomination form included with this kit to describe your favorite EDHero and send it on to us. Once we've considered all nominees, we'll choose several to showcase nationally over the coming year. It's one more opportunity to show your appreciation for the everyday heroism that keeps your own hospital healthy.



For more information, contact:

✉ [Elise\\_DeCourcy@optum.com](mailto:Elise_DeCourcy@optum.com)

## Throw a party >

If your nominee receives the EDHeroes Award, the nomination team will receive a pizza gift card to celebrate with your EDHero.

## Start the celebration

Here are a few tips and ideas for starting your own EDHeroes campaign:

### 1 Make it fun.

Kick off your program with a launch party to introduce the EDHeroes campaign and to express appreciation to your hospital's ED workers.

### 2 Make it collaborative.

Encourage your whole ED team to join in nominating candidates. Few things are as thrilling as being recognized by one's peers.

### 3 Make it easy.

Develop a simple system for collecting and considering nominations for heroes from your hospital — and for sending stories of exceptional candidates on to Optum. (Nomination forms enclosed.)

### 4 Make it regular.

Stage a monthly EDHeroes moment to convey continuing gratitude for your emergency team — sustaining the morale and motivation of some of your hospital's hardest workers.

### 5 Make it cool.

Fuel your team members' pride by making their success visible. Help them show off with EDHeroes T-shirts, buttons, lanyards.

### 6 Make it public.

Consider acknowledging your heroes on posters, on your organization's blog or in your newsletters.

### 7 Make it rewarding.

Recognition is exciting in itself — and all the more so if it comes with something tangible. Can your organization award a prime parking space or another perk to thank your newest hero?

### 8 Make it personal.

There's nothing like a personal message from the top brass to boost morale. Upon naming a new hero, send a congratulatory message.

### 9 Make it official.

Winning acclaim for heroic work is a résumé-worthy event — so long as the paperwork is in order. Confirm every EDHeroes award with an official certificate and email.

### 10 Make it a habit.

Once a month, ask ED caregivers to name a team member who has helped avert difficulty, calm chaos or enhance ED operations.

**What's in it for us?** As a company committed to making the health system healthier, we're eager to learn all we can about the challenges today's emergency caregivers face — many of which might be eased by the solutions we've developed. EDHeroes is just our latest effort to highlight ideas for improving care quality and operational efficiency.

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