



Restarting and Energizing PFACs - Easy to Implement How-To Lists

Recruiting Patients for Your PFAC

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- A. Definition of Recruitment
 - a. The process of actively seeking out, finding, and hiring candidates for a specific position or job
 - b. The process of adding new individuals to a population or subpopulation
- B. Who – Qualities
 - a. Patient experience as patient or caregiver
 - b. Able to see beyond their personal experience
 - c. Able to collaborate / share with others
 - d. Non-judgmental
 - e. Able to learn and adapt
 - f. Representative of patient population
- C. Who – Where to Find
 - a. Grievance database
 - b. Referral from your clinics and departments
 - c. Referrals from current and past PFAC members
 - d. Board member on the PFAC – PFAC member on the Board
 - e. Community Organizations
- D. How
 - A. Call to Action – We Need You!
 - B. Send out letters to database
 - C. Social media – Facebook. / Instagram
 - D. Ask for referrals
 - E. PSA on TV Radio
 - F. Flyers in Community Centers
 - G. Signage at facility – front entrance, elevators, high traffic areas
 - H. Flyers in ambulatory offices associated with facility
 - I. Print Ads with QR code linking for recruitment video
- E. When – New PFAC
 - a. Solid recruitment strategy developed by Project Team from the beginning
 - b. Plan integrated methods across platforms (see How above)
 - c. Keep Project Team and potential members apprised of progress toward first meeting
- F. When – Ongoing PFACs
 - a. Also need a strategy – may include moving seasoned members to committees
 - b. Consider terms of service – include # needed each year and room for attrition
 - c. May be focused to a few months a year
 - d. May be on-going
 - e. Highlight PFAC work on Social Media and include recruitment info
 - f. Treat PFAC like staff – display pictures on walls – let community. Know what PFAC is, what they do

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