**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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