

# PFAC Recruitment Efforts

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Tufts Medical Center PFAC





# Recruitment Goals

- Increase number of members
- Increase diversity of membership in order to:
  - **Reflect the patient population we serve**
  - **Include more experiences and points of view**

# Recruitment Efforts

## Traditional

Nomination by Tufts Medical Center clinical leaders

PFAC representation at major Medical Center events

## New

Question included in post-visit Patient Survey

- Clinicians are busy with other priorities - PFAC membership is not top of mind
- Resulted in some new memberships, but not in desired number and frequency

- Limited number of annual major events
- Issue of PFAC member availability during business hours
- Resulted in some new memberships, but again, not in desired number

- Ask if interested in learning more about PFAC
- If Yes: Provide contact information
- Follow up with additional PFAC information and invitation
- Results: Contact from several hundred respondents per week



## Refining the Survey Question Outreach Effort

**Result**

Identified many interested respondents

**Problem**

3,000 emails resulted in few candidates

**Issue**

Respondents misunderstood question

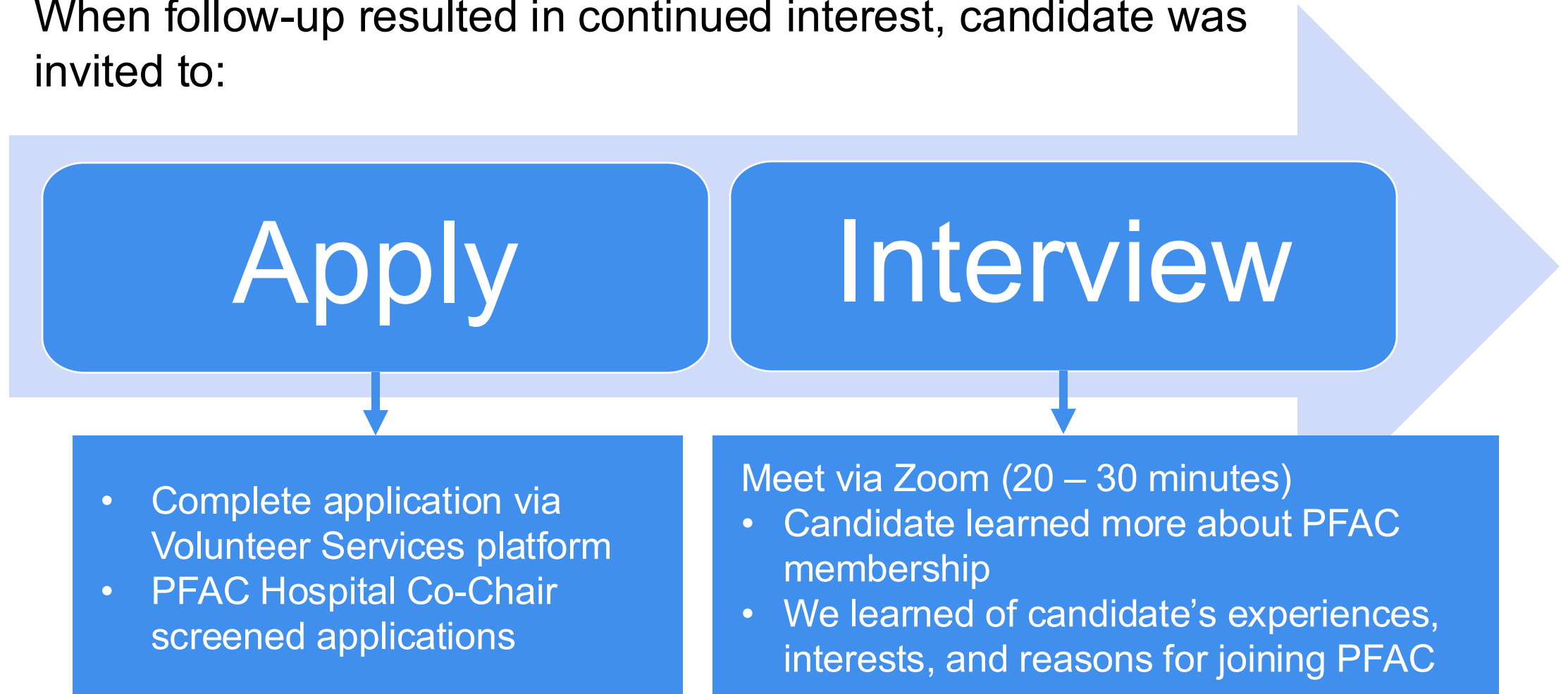
**Improvement**

Refining survey question and follow-up



## Recruitment Process

When follow-up resulted in continued interest, candidate was invited to:





## Survey Recruitment Initiative Overall Results

Ten new members added to PFAC

Contributing new experiences and perspectives

Helping us to improve patient and family experience at Tufts Medical Center

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**Thank You!**



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