

AACH President's Message August, 2015

This President's Message is written in collaboration with Calvin Chou, our Vice President for External Education, and Laura Cooley, AACH's Director of Education and Outreach. The external education arm of AACH contributes to our mission and vision (see below) by establishing collaborations with institutions such as hospitals, academic centers, and other membership associations to provide educational opportunities. Inspired by a commitment to relationships as the fulcrum of healthcare delivery, AACH representatives devote time outside their regular positions as clinicians and medical educators to conduct on-site training so that hosting institutions can offer these sessions locally. In the past, we have delivered programs at healthcare organizations such as the Mayo Clinic, Cleveland Clinic, Adventist Health Systems, and the Franciscan Health System (Tacoma); at academic medical centers such as New York Presbyterian Hospital, Mount Sinai Hospital, San Francisco General Hospital, and the University of California at San Francisco; and the Veterans Affairs Healthcare System.

We spend considerable time in preparatory conversations with clients to customize content and delivery methods for each organization's specific needs. AACH educational sessions, delivered as workshops or large group presentations, appeal to clinicians and healthcare staff from a wide range of professional backgrounds. We bring particular skill at facilitating interactive workshops, most frequently focusing on fundamental communication skills as well as programs to train local trainers to teach these skills, derived from evidence-based methods for effective healthcare communication. As mentioned in last month's newsletter on internal education, our facilitator-in-training program and the winter course's faculty development track help prepare faculty to teach the content and skills specific to external education work.

In the current healthcare environment, emphasis on patient experiences of care has made AACH more relevant than ever. This is truly our time to disseminate the many accomplishments of AACH educators and researchers dating from the earliest days of the organization. **We ask you to please consider approaching your institution's chief experience officer or equivalent leader to advocate for the work of AACH and even perhaps to help develop a course at your professional home.** If you are already AACH faculty, we encourage you to take one of our programs that prepare faculty for teaching in our external courses, as demand for them is increasing.

Please contact Laura Cooley (cooley@AACHonline.org) and/or Calvin Chou for further details on our external education programs, and for specific information that you can share with interested parties.

Calvin Chou
Laura Cooley
Dave Kern

AACH MISSION AND VISION

Mission:

AACH is the professional home for researchers, educators, practitioners, and patients committed to improving communication and relationships in healthcare. It is a home that provides opportunities for collaboration, support, and personal and professional development.

AACH accomplishes this through:

- Focusing on strengths, resources and needs of patients, clinicians and other professionals - both as unique individuals and in relationships to one another.
- Developing skills that integrate biological, psychosocial and social domains.
- Applying existing scholarship from multiple disciplines and developing new knowledge through research.
- Promoting collaborative relationships between clinicians and patients, teachers and learners, and other involved professionals.
- Incorporating core values of respect, empathy and genuineness in human relationships and the importance of self-awareness in all activities.

Vision:

A health care system where all patients, providers, and trainees feel valued, are treated equitably with respect, compassion, understanding, and are actively engaged in healthcare processes and decisions.

GOALS FOR 2015

- Maintain Financial Strength
 - Fiscal responsibility for core programs
 - Profit for external programs
 - Philanthropy
- Preserve/Strengthen Current Programs
 - Core Faculty Development: ENRICH, Winter Course, FIT Program
 - Research Meetings: ICCH/Forum
 - Putnam Scholars Program
 - DocCom, External Programs
 - Publications: Medical Encounter, Patient Education and Counseling
- Expand Membership
- Diversify Membership and Board
- Enhance Member Benefits and Engagement
- Increase Meaningful Input from Patients
- Increase Recognition/Publicity