

# OUR HEALTH

CCSQ WORLD  
USABILITY DAY

## KindnessRx: A Novel Community Gratitude-Based Approach to Increasing COVID-19 Vaccination Rates and Improving Culture

Crystal Morse, MSHSA, CSW, CCM



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# Meet the Presenter



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# Who We Are – What We Do

**Mountain-Pacific Quality Health** is a 501(c)(3) nonprofit health care improvement organization that holds federal, state and commercial contracts to support quality of care for Medicare and Medicaid members and, by extension, all patients and families. Mountain-Pacific works within Montana, Wyoming, Alaska, Hawaii and the U.S. Pacific Territories of Guam and American Samoa and the Commonwealth of the Northern Mariana Islands to help improve the delivery of health care and the systems that provide it. **Mountain-Pacific's goal is to increase access to high-quality health care that is affordable, safe and of value to the patients we serve.** Learn more at [www.mpqhf.org](http://www.mpqhf.org).

# Thank You, Partners

Wyoming community coalitions

Wyoming Department of Health



Wyoming  
Department  
of Health

University of Wyoming Center on Aging (WYCOA)



Wyoming Center  
on Aging

Mountain-Pacific Quality Health Patient  
and Family Advisory Council (PFAC)



# Campaign Objectives

- Influence a systems approach
- Encourage safety in the workplace
- Support culture change and positivity
- Improve vaccination rates



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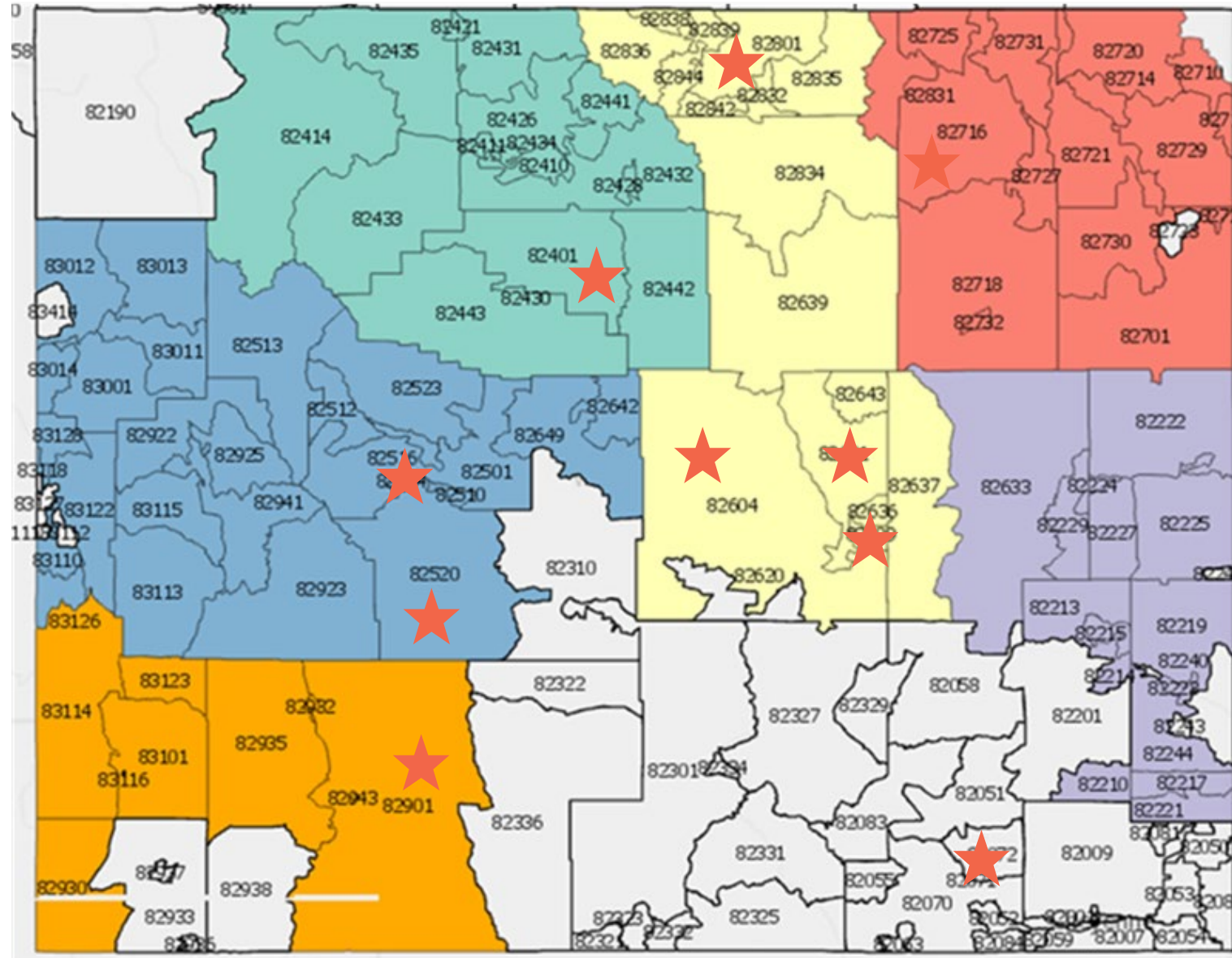
# KindnessRx: What a Dose of Kindness Can Do for Others



- A BIG thank you to all campaign participants:**
- Casper Mountain Rehabilitation and Care Center
  - Community Health Center of Central Wyoming
  - Central Wyoming Senior Services
  - Big Horn Rehabilitation and Care Center
  - Westward Heights
  - Memorial Hospital of Sweetwater County
  - Eastern Shoshone Tribal Health
  - Novak Cottage
  - University of Wyoming Center on Aging

<https://www.mpqhf.org/QIO/quality-improvement-tools-resources/preventive-health-tools-resources/>

# Better Together



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# Supporting Staff and Reducing Turnover

January 5, 2022

“Wages are often perceived to drive nursing home staff turnover. However, **an even stronger theme across all respondents was the need for staff to feel appreciated, respected and listened to.** Although this may not be a new finding, it provides a critical area of focus, suggesting potential benefit from strategies that are people (i.e., staff) oriented and promote an environment of mutual respect among nursing home employees.”

Source: [https://www.hmpgloballearningnetwork.com/site/altc/news/appreciation-and-support-nursing-home-staff-vital-reducing-turnover?hmpid=Y2NhcjY29AdXd5by5lZHU=&utm\\_medium=email&utm\\_source=newsletter&utm\\_content=1428474315](https://www.hmpgloballearningnetwork.com/site/altc/news/appreciation-and-support-nursing-home-staff-vital-reducing-turnover?hmpid=Y2NhcjY29AdXd5by5lZHU=&utm_medium=email&utm_source=newsletter&utm_content=1428474315)



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# We are On the Same Team

## Community Health Center of Central Wyoming - January 2022

Last year, frontline workers were praised as “health care heroes.” Today more than ever before, we need your support and patience. We are pleading with you to be kind and considerate when you enter our facilities and engage with our staff. A small percentage of our interactions are resulting in verbal abuse of the very people who are here to serve in a time of need.

Carl Harris, CEO

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# Community Health Care Center



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Kindness is contagious.



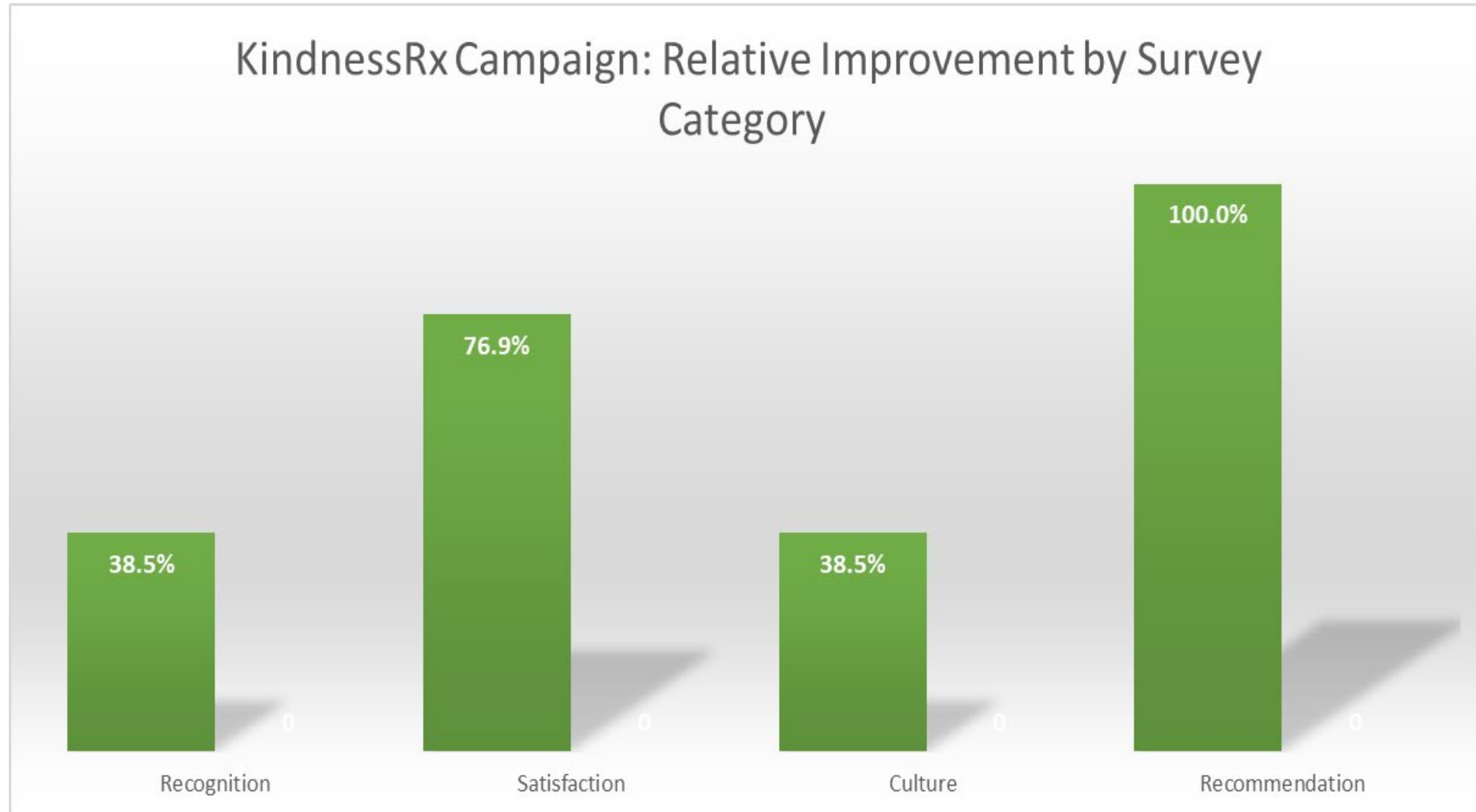
Reach and engagement **INCREASED**

Vaccination rates **INCREASED**

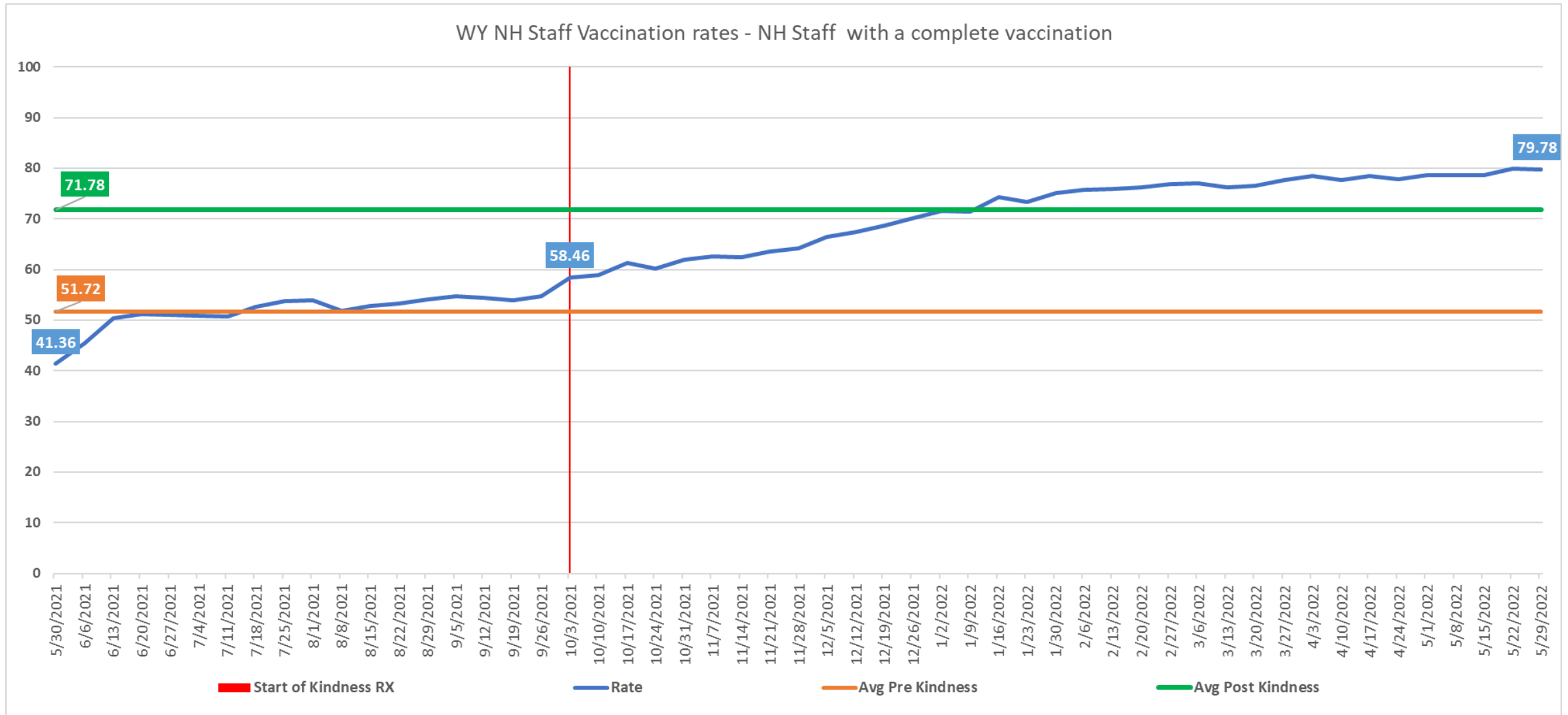
# KindnessRx Outcomes

## Categories

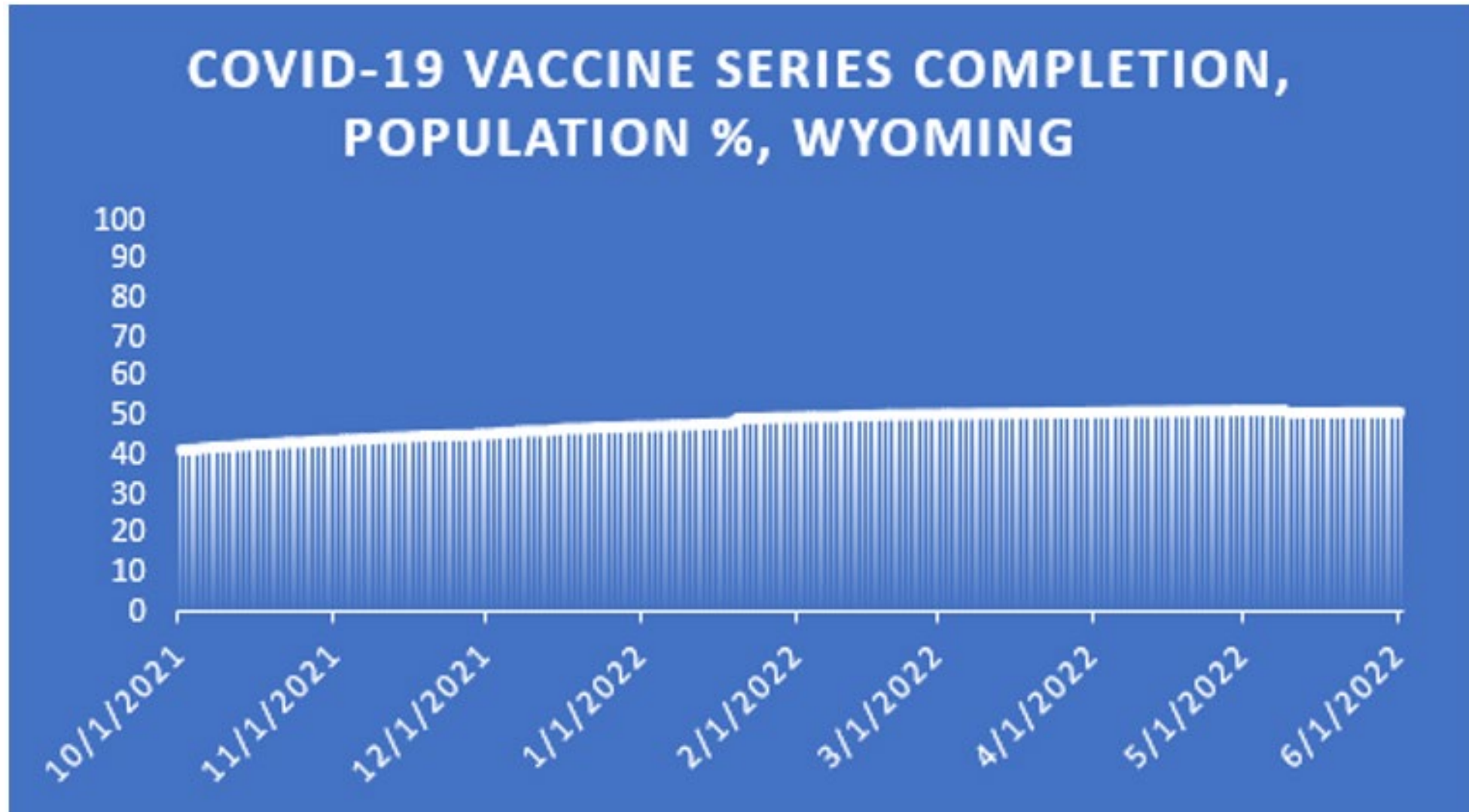
- **Recognition:** Participants felt recognized for their efforts.
- **Satisfaction:** Participants felt satisfied in their workplace.
- **Culture:** The program impacted coworker immunization status.
- **Recommendation:** Participants would recommend the program in the future.



# Nursing Home Outcomes



# Community Outcomes



# Qualitative Data: Satisfaction and Culture

“I felt more valued, so it was easier to maintain a positive attitude at work.”

“I felt better and more appreciated by my coworkers.”

“COVID-19 impacted us in an unhealthy manner. We became nervous around patients and other staff members. Everyone seemed on edge. After the Kindness campaign, the edge lessened, and humanness returned in interactions.”

“Others saw the impact and wanted to participate as well!”

“My testimonial influenced my co-worker to get vaccinated for COVID-19 and the flu.”

“I was totally surprised with this recognition. It made me feel really good about my workplace.”

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# Recognition



## Before:

- Yearly anniversary
- System called BRAVo
- Email
- No recognition
- Just expected to do whatever was needed
- Won Tupperware once in a raffle



## After:

- Quarterly recognition
- Award given by chief executive officer (CEO)
- Raised vaccine awareness
- Video was played around organization
- Recognized by employees and peers
- Showed more gratitude for what I do



# Barriers



- Travel restrictions made it difficult to travel for promotion of the campaign.
- Organizations were closed to visitors, so we had to rely on already exhausted and overworked staff to promote and film the videos.
- Competing campaigns were running concurrently to encourage vaccination.
- This campaign did receive push back. Some organizations did not want to participate due to the controversial COVID-19 vaccine messaging.

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# Words Matter

“People are thriving in their jobs because of this campaign. It’s a gift that keeps on giving.”

– Sabine Schenck, Mountain-Pacific Quality Health PFAC

“It’s expected that we do our job. However, this campaign encouraged me to continue on during such difficult times.”

– Rita Wagner, Executive Director  
Central Wyoming Senior Center, Inc.

“This recognition meant more to me than any financial incentive. It’s just what I needed.”

– Cierra Perry, Certified Nurses Aide  
Casper Mountain Rehabilitation Center

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# Casper Mountain Rehab: Cierra



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# KindnessRx Videos



To view the complete list of KindnessRx videos, visit:  
<https://www.mpqhf.org/QIO/quality-improvement-tools-resources/preventive-health-tools-resources/>

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