

Welcome Packet
December 2010

The PHIL Award

Celebrating Outstanding
Respiratory Therapists





The FACES Foundation

Family and Caregiver Education & Support

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www.thefacesfoundation.org

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The FACES Foundation
is a 501(c)3 organization.

Dear New PHIL Award Partner:

I would like to personally thank you for choosing to recognize and honor your respiratory therapists with The PHIL Award. Phil was my husband, best friend and an inspiration to everyone he met. He died as a result of complications from an Interstitial Lung Disease (ILD).

In the final weeks of his life, I needed to bring some meaning to our profound sadness. I told Phil I wanted to start a Foundation. He warmly agreed; we both knew that our experiences had the potential to help patients and their loved ones who are facing life threatening lung diseases. As is the case with all patients with serious lung disease, the challenge for us was to help Phil breathe easier. With that central to my thinking, The FACES Foundation took focus and the PHIL Award was established to bring recognition to those who strive to help others breathe comfortably.

People living with life-threatening pulmonary disease feel profound appreciation for the healthcare providers who allow them to "breathe easy". The PHIL Award (Pulmonary Health and Illnesses of the Lung) celebrates a key member of that team: the outstanding respiratory therapist. This exemplary professional sees the "person" instead of the "patient"; and he or she is committed to the belief that every breath matters.

Enclosed in this packet is everything you need to plan and implement your PHIL Award program - a CD that contains our logos, nomination form and poster templates. Simply add your team's creativity to tailor the program to your unique culture, mission, values, and to meet your needs for respiratory therapist retention and recognition.

Please call us anytime to answer your questions and brainstorm your implementation. Visit our website (www.thefacesfoundation.org) for the most up-to-date information about all of our programs. We look forward to working with you.

Warm regards,

Sharman Lamka
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BRINGING THE PHIL AWARD TO YOUR HOSPITAL

For the PHIL Award to have the value your respiratory therapists deserve, it needs to be perceived as important to administration and the hospital at large. Determine the best “fit” for your program. Most hospitals use it as a means to provide annual recognition of the extraordinary compassion and care their respiratory therapists provide every day.

Below is a step-by-step guide we hope you will find useful.

I. CHOOSE A COORDINATOR/CREATE A TEAM

Choose a coordinator who will plan and implement the program for your hospital. Consider creating a committee. It will be very helpful to have a member of the hospital’s marketing staff working with this person or team. This person/team will:

- ✓ Champion the PHIL Award at your hospital.
- ✓ Determine nomination criteria.
- ✓ Collect nominations; coordinate selection.
- ✓ Ensure that the recipient’s manager is prepared to present brief remarks about the recipient explaining why he/she was chosen.
- ✓ Set up the presentation date, time, location, etc.
- ✓ Provide information about the award and the recipient to your public relations/media department, in-house newsletter, website, etc.
- ✓ Provide us with the recipient’s name, photograph, credentials, date of the presentation, and a synopsis of her/his nomination. FACES will contact you regarding providing the physical award.

II. SELECTION CRITERIA

To insure The PHIL Award fits your hospital’s unique culture, we ask you and your team to create criteria for selecting your PHIL Award recipients in keeping with the mission and values of your hospital. We assume you have other ways to recognize your respiratory therapists’ excellent clinical skills and achievements and that every PHIL honoree exhibits these skills in her/his day-to-day work. The PHIL Award’s point of difference is that it pays tribute to the special human consideration respiratory therapists give patients and their families. The PHIL Award recognizes outstanding care and treatment - the best of the best!

III. GENERATE AWARENESS OF THE PHIL AWARD PROGRAM

Communication Plan

Involve your Marketing Department in the development of a communication plan. It might include:

- ✓ Posters and nominating brochures placed throughout the hospital.
- ✓ Articles placed in all appropriate hospital publications (such as newsletters, E-news, etc.) announcing the program and soliciting nominations.
- ✓ Presentations about the program at executive leadership and management meetings.
- ✓ Articles placed on your internal website to communicate with your staff. Use your external website to tell prospective patients and staff of your dedication to acknowledging outstanding respiratory care.
- ✓ Invite all managers to every PHIL Award presentation. This is a great way to generate excitement about the program.
- ✓ Produce a special gift with the PHIL Award logo for the recipients or as a way to launch the program in your hospital (e.g. coffee mugs, can cozies).

Website

Create a PHIL Award page on your website. Include:

- ✓ An explanation of the program.
- ✓ How to nominate a respiratory therapist and a nomination form.
- ✓ The names of honorees with a link to their winning nomination story and photos from presentations.

On-Site

Publicize the presentation throughout your hospital:

- ✓ Send reminder email to managers the day before the presentation.
- ✓ Send photos and information about your PHIL recipient to your marketing department and to us.

IV. NOMINATIONS

Making a Nomination

Consider turning all the wonderful letters received from patients and families about a particular RT's care into a PHIL nomination. Just because a story wasn't written on a PHIL nomination form doesn't mean the story isn't worthy of consideration. Make it easy for patients, families and visitors to nominate a respiratory therapist for The PHIL Award.

The nomination form

One of the keys to this program's impact is the stories of compassionate care it brings to light. Be sure your nomination form has room for a story exemplifying why this respiratory therapist should be considered for a PHIL Award. Templates for the PHIL Award nomination brochure are found on the CD included with this packet and should be customized to include:

- ✓ Your hospital's logo.
- ✓ Your hospital's name (where appropriate).
- ✓ Your specific criteria for choosing PHIL recipients.
- ✓ Information regarding where the form should be returned.

Distribution and collection of nominations forms

We strongly recommend distributing your customized nomination form in the following ways:

- ✓ Make printed nomination forms available at common areas on appropriate floors and other public places where visitors will see them.
- ✓ Include one with your patients' discharge forms.
- ✓ Lucite boxes with a brief explanation of the program, a supply of nomination forms, and a lock box for collection of the nomination forms may be placed around the hospital.
- ✓ Put nomination forms on your Intranet and public website.

Submitting nominations

If you are not using lockboxes as noted above, a mail code number can be created for nominations. Or, while you are customizing your form, include instructions on where to submit a completed nomination.

Evaluating nominations

As PHIL Award nominations are heartwarming and often very emotional, choosing your recipient will likely be the hardest part of the committee's job. The evaluation process varies with our partner hospitals from highly objective scoring against the hospital's specific criteria to "the most gut-wrenching, tear-jerking story gets The PHIL Award". This process is up to you. Consider sharing the nominations with the committee with the name of the nominee "whited out". This way, the discussion about a nominee is truly objective.

V. AWARD PRESENTATION

(If a representative from The FACES Foundation is unable to be at your presentation, please see the "script" found in this packet and on your CD for use in your presentation.)

Managers, co-workers and other hospital administration should be present for the award. Recognition is more meaningful when well attended. Will your recipient know ahead of time that he/she is being honored or will it be a surprise? While surprises are a little more challenging to schedule logistically, they can be rewarding. (Some hospitals inform the nominees or finalists so they and their families are in attendance.) Other elements that should be included in your presentation:

- ✓ Make your presentation special. Do it in a public area of the hospital so you get as big an audience as possible. Consider using the cafeteria and providing refreshments.
- ✓ Invite the press to attend. A sample release is included in this packet.
- ✓ Include background information about The FACES Foundation and The PHIL Award
- ✓ Read the full nomination story during the presentation of the Award.
- ✓ Talk about the significance of the "Appreciation" sculpture.
- ✓ Have the honorees manager present to say a few words.
- ✓ Present the honoree with the sculpture and its background information, the framed certificate, and any additional stipend the hospital may choose to include.
- ✓ Consider recognizing the person who submitted the honoree's nomination. Thank he/she publicly during the award presentation.
- ✓ Consider maintaining a permanent plaque that includes the winners from each award displayed in the hospital.
- ✓ Use the template for the recognition poster included on the accompanying CD to create a poster in honor of the most recent recipient. Add a photograph and have it displayed at the presentation. Afterward, hang it in a prominent place within the hospital.

VI. FUNDING YOUR PHIL AWARD PROGRAM

The FACES Foundation will sponsor your first year of The PHIL Award program. As a reminder, the annual cost of the program is as follows:

Annual Award - Individual Sponsor: \$500

Annual Award - Hospital/Organization/Corporate Sponsor: \$1,000

Opportunities for sponsoring the award can be found within:

- ✓ Your hospital's charitable foundation.
- ✓ A family who may have nominated a RT for the award.
- ✓ A family who may have lost a loved one.
- ✓ A local organization that supports the work of the RT or care of pulmonary diseases.
- ✓ A local business.
- ✓ A hospital vendor.



FACT SHEET

The FACES Foundation (Family And Caregiver Education & Support)

OUR MISSION is to acknowledge and promote professional excellence in the education and care of patients with life threatening lung diseases.

GUIDING PRINCIPLES

- Professional excellence leads to better health care outcomes among patients living with life threatening lung diseases.
- In the care of lung diseases, professional education and recognition of best practices benefit patients and their support networks (family and friends).
- The objectives of FACES are served when the Foundation adheres to the principles embodied in the life of Phil Lamka: be honest; be open; know what matters in life.

The FACES Foundation was established in 2006, in memory of Philip C. Lamka. Phil died as a result of complications from an Interstitial Lung Disease (ILD). ILD is a broad category of lung diseases characterized by scarring and/or inflammation of the lungs.

FACES reflects, acknowledges, and advocates for the many “faces” of those living with, and caring for, patients with life threatening lung diseases: the patients; their support network of close family and friends; and those unsung heroes in the respiratory profession, who understand that each breath matters.

PROGRAMS:

The Phil Award (Pulmonary Health & Illnesses of the Lung) is a hospital-based recognition and retention program for respiratory therapists who provide outstanding care and treatment of patients. With a national vision of the PHIL Award in hospitals across the United States, the program is currently active at St. Joseph Mercy Hospital, Ann Arbor; The University of Michigan Hospitals, Ann Arbor; Northern Michigan Regional Hospital, Petoskey; Rainbow Babies Children’s Hospital; University Hospitals, Cleveland; Spectrum Health, Grand Rapids (Blodgett Hospital, Butterworth Hospital and Helen DeVos Children’s Hospital); Carolinas Medical Center-Union, Monroe, NC, and Henry Ford West Bloomfield Hospital, MI.

PULMONARY ILLNESS: Trends & Treatment Series is an educational program that provides respiratory therapists and nurses continuing education credits at no cost to them. **FACES** believes that education and exposure to new methods and treatments leads to improved quality of patient care and better healthcare outcomes.

Development has begun on a **Patient Guide to Dyspnea** (shortness of breath). Our goal is to provide a comprehensive guide that will address symptoms and the possible underlying illnesses, provide information about medication and treatment, and give patients a reference that will aid with their care choices.



FACT SHEET

The PHIL Award (Pulmonary Health & Illnesses of the Lung)

The PHIL Award (Pulmonary Health & Illnesses of the Lung) was established to bring recognition to those who truly do help others breathe easy. The award is named for Philip C. Lamka (Phil) who died as a result of complications from an Interstitial Lung Disease (ILD). People living with life-threatening pulmonary disease feel profound appreciation for the healthcare providers who allow them to “breathe easy”. The award celebrates a key member of that team: the outstanding respiratory therapist. This exemplary professional sees the “person” instead of the “patient”; and he or she is committed to the belief that every breath matters.

The PHIL Award is a hospital-based recognition and retention program for respiratory therapists who provide outstanding care and treatment of patients. With a national vision of the PHIL Award in hospitals across the United States, the program is currently active at St. Joseph Mercy Hospital, Ann Arbor; The University of Michigan Hospitals, Ann Arbor; Northern Michigan Regional Hospital, Petoskey; Rainbow Babies Children’s Hospital; University Hospitals, Cleveland; Spectrum Health, Grand Rapids (Blodgett Hospital, Butterworth Hospital and Helen DeVos Children’s Hospital); Carolinas Medical Center-Union, Monroe, NC, and Henry Ford West Bloomfield Hospital, MI.

THE "APPRECIATION" SCULPTURE

In the spirit of The PHIL Award, MK Shannon adapted her sculpture, *Appreciation*^{*}, of a sole standing figure, to include in its encircled arms a large and fully opened butterfly. The figure’s lines are clean, strong and quiet; the detailed butterfly in the foreground appears resting, yet ready to flutter. The unflinching and often background support of the respiratory therapist—who continually seeks more effective ways to enable the patient to breathe easier—is represented by the figure.

The butterfly symbolizes the lungs, in their fragility, beauty and vitality. The sculptor illuminates the relationship between the respiratory therapist and the patient; in his or her hands the outstanding caregiver holds the patient’s freedom to breathe easier.

Breathing is natural and the essence of life. Patients with lung disease cherish every difficult breath they take. The FACES Foundation and the sculpture, *Appreciation*, honor the respiratory professional that strives to make that breath as easy as possible.

^{*}*Appreciation* was originally designed for The Bennett Gallery in Placerville, California.

DRAFT NEWS RELEASE

For Immediate Release

Contacts:

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(248) 563-2642

slamka@thefacesfoundation.org

www.thefacesfoundation.org

Hospital Contact

EXEMPLARARY RESPIRATORY THERAPIST RECOGNIZED AT [Your Hospital]

Date (City, State) – Respiratory therapists at [**Hospital**] are being honored with **The PHIL Award**. This annual award is part of The FACES Foundation's program to recognize exemplary respiratory care. The Award at [**Hospital**] is co-sponsored by (if there is a sponsor).

The first award was presented to (recipient's name) on (date). (Insert description and explanation of why this RT is being honored).

The FACES Foundation, a not-for-profit organization founded in 2006, was established by Sharman Lamka in memory of her husband Philip C. Lamka. Phil died as a result of complications from an Interstitial Lung Disease (ILD). ILD is a broad category of lung diseases characterized by scarring and/or inflammation of the lungs. The care Phil and his family received from respiratory therapists while he was ill inspired this unique means of recognizing respiratory therapists for making a profound difference in the lives of patients and their families.

Each year, a respiratory therapist will be selected by [**Hospital**] to receive The PHIL Award. The honor includes a presentation at the hospital with a certificate and an award sculpture entitled *Appreciation*. *Appreciation's* creator, MK Shannon, adapted the sculpture especially for The FACES Foundation.

Said Sharman Lamka, President and Co-Founder of The FACES Foundation, "When Phil was critically ill, I experienced first-hand the difference that respiratory therapists can make every day assisting patients to breathe easier."

"We are proud to be among the hospitals participating in The PHIL Award program," said (appropriate staff person). "This exemplary professional sees the 'person' instead of the 'patient'; and he or she is committed to the belief that every breath matters. The PHIL Award could not come at a better time. It's important that our respiratory therapists know their work is highly valued and The FACES Foundation provides a way for us to do that."

The PHIL Award is just one initiative of The FACES Foundation whose overall mission is to acknowledge and promote professional excellence in the education and care of patients with life threatening lung diseases. More information is available at www.thefacesfoundation.org.

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SCRIPT FOR PRESENTING THE PHIL AWARD

(For use if there is no representative from The FACES Foundation present.)

Include some background on The FACES Foundation and The PHIL Award

The FACES Foundation (Family And Caregiver Education & Support) was established in 2006 in memory of Philip C. Lamka.

FACES reflects, acknowledges, and advocates for the many “faces” of those living with life threatening pulmonary diseases: the patients; their support network of close family and friends; and those unsung heroes in the respiratory profession, who understand that each breath matters.

Phil died as a result of complications from an Interstitial Lung Disease (ILD). ILD is a broad category of lung diseases characterized by scarring and/or inflammation of the lungs. He courageously dealt with the disease for three years. A backpack of oxygen helped him golf, socialize with friends and manage everyday activities. As the disease progressed and debilitated him physically, the only treatment option was a lung transplant. Unfortunately, Phil was too sick to undergo the procedure.

In the final weeks of his life, his wife Sharman needed to bring some meaning to their profound sadness. The idea to start a Foundation began. Phil and Sharman both knew that their experiences had the potential to help patients and their loved ones who are facing life threatening lung diseases. As is the case with all patients with serious lung disease, the challenge was to help Phil breathe easier. And, the person most central to helping Phil breathe easier was the respiratory therapist. With that central to their thinking, The FACES Foundation took focus.

As a result of their experience, Phil and Sharman came to see that respiratory therapists are unsung heroes of the medical community. They decided to bring recognition to RTs through creation of the PHIL Award (Pulmonary Health & Illnesses of the Lung). People living with life-threatening pulmonary disease feel profound appreciation for the healthcare providers who allow them to “breathe easy”. This award celebrates a key member of that team: the outstanding respiratory therapist. This exemplary professional sees the “person” instead of the “patient”; and he or she is committed to the belief that every breath matters.

Read “Letter from Sharman”

(Award coordinator read aloud)

I'd like to read this letter to you from Sharman Lamka, President and Co-Founder of The FACES Foundation.

By definition, The FACES Foundation thinks that all respiratory therapists are extraordinary, and we wish we had the resources to honor all of you individually. Almost without exception, when a RT receives The PHIL Award, there are usually two comments. They respond with “I was just doing my job,” and “I could not have done it without my team”. We want you to sit back and really think about the fact that when you are just doing your job and you could not have done it without your team, you have such an important and meaningful impact on the lives of so many people.

I'd like to share with you the experience that really brought home the meaning behind The PHIL Award to me. During Phil's last days, breathing was obviously difficult and uncomfortable. The traditional oxygen mask wasn't working for Phil. One of his RTs came in before her shift to find a BI-PAP Mask. The hospital only had one available and she searched high and low to locate it for Phil. He may have looked a little like Jason from the Halloween horror movies, but it worked! Phil was much more comfortable. She truly helped him “breathe easier.”

So I ask each of you to pause for a minute and realize that thanks to your education and training, your compassion and your connection with your patients, you are very special. You make the world such a better place by “just doing your job”. Whether your care made a patient's outcome more positive or made a family member feel a little bit better, please think about the impact you are having. The FACES Foundation salutes and honors you.

Announce the Recipient

(Read the nomination.)

Now, it is my pleasure on behalf of The FACES Foundation to honor you as a PHIL Award recipient. Here is your Award certificate, and *(hand recipient the Appreciation sculpture)* FACES wants you to have this sculpture as a symbol of your recognition today. It is called *Appreciation*.

In the spirit of The PHIL Award, MK Shannon adapted her sculpture, *Appreciation*^{*}, of a sole standing figure, to include in its encircled arms a large and fully opened butterfly. The figure's lines are clean, strong and quiet; the detailed butterfly in the foreground appears resting, yet ready to flutter. The unfailing and often background support of the respiratory therapist—who continually seeks more effective ways to enable the patient to breathe easier—is represented by the figure. The butterfly symbolizes the lungs, in their fragility, beauty and vitality. The sculptor illuminates the relationship between the respiratory therapist and the patient; in his or her hands the outstanding caregiver holds the patient's freedom to breathe easier. Breathing is natural and the essence of life. Patients with lung disease cherish every difficult breath they take. The FACES Foundation and the sculpture, *Appreciation*, honor the respiratory professional that strives to make that breath as easy as possible.



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Commit to The PHIL Award Program

Name of Institution

(Please type as you would like it listed with The FACES Foundation)

(If you are a system with multiple locations that will be participating in The PHIL Award, please insert the system name above and type in each participating facility's name, approximate number of RTs, city and state on the back of this page.)

_____ Approximate number of RTs

PHIL Award Coordinator

first name	last name	credentials
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title

email

telephone

hospital website

Mailing address

(Please include all information such as unit, floor or mailstop to ensure packages and correspondence are delivered to you promptly.)

street address

floor/unit/mailstop (if applicable)

city	state	zip code - plus 4
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When do you anticipate making your first PHIL Award presentation?

Respiratory Manager Information

first name	last name	credentials
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title

email

telephone

We understand that The FACES Foundation will sponsor the award for the first year and that it is our responsibility to sponsor the Award internally or create a relationship with an outside sponsor.

signature of authorized individual	title	date
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