



Atrium Health

The Advocacy Quotient
Creating an Internal Advocacy Program



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Atrium Health

Current Size & Scope

72,000+ Teammates | 40 Hospitals

58 Urgent Care Locations | 42 EDs | 61 Cancer Care Locations

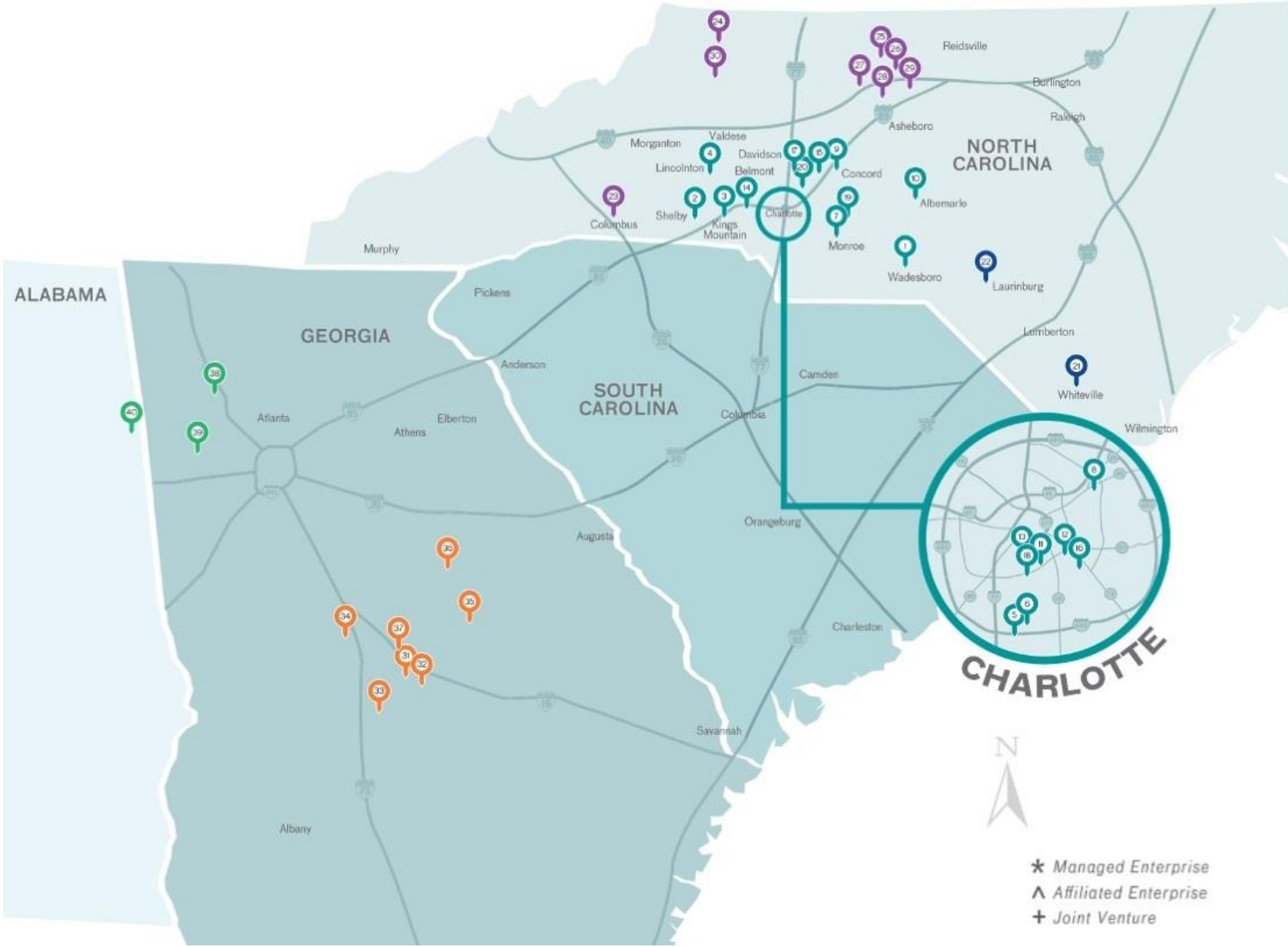
3,900+ Employed Physicians | 2,300+ APPs | 19,000+ Nurses

\$12.9 Billion
Net Operating Revenue*

\$3.3 Billion
In last 5 years*

Invested into renovations, new care locations, equipment upgrades and other capital projects

2022 Facilities & Locations



GREATER CHARLOTTE

1. Atrium Health Anson
2. Atrium Health Cleveland
3. Atrium Health Kings Mountain
4. Atrium Health Lincoln
5. Atrium Health Pineville
6. Atrium Health Pineville Rehabilitation Hospital
7. Atrium Health Union
8. Atrium Health University City
9. Atrium Health Cabarrus
10. Atrium Health Stanly
11. Atrium Health Carolinas Medical Center
12. Atrium Health Mercy
13. Atrium Health Carolinas Rehabilitation
14. Atrium Health Carolinas Rehabilitation Mount Holly
15. Atrium Health Carolinas Rehabilitation Cabarrus
16. Atrium Health Behavioral Health Charlotte
17. Atrium Health Behavioral Health Davidson
18. Atrium Health Levine Children's Hospital
19. Atrium Health Union West
20. Atrium Health Lake Norman [Under Development]

COASTAL

21. Columbus Regional Healthcare System*
22. Scotland Memorial Hospital*

NORTH CENTRAL | WESTERN NC

23. Alleghany Memorial Hospital*
24. St. Luke's Hospital*
25. Atrium Health Wake Forest Baptist Medical Center
26. Atrium Health Wake Forest Baptist Health Brenner Children's Hospital
27. Atrium Health Wake Forest Baptist Health Davie Medical Center
28. Atrium Health Wake Forest Baptist Health Lexington Medical Center
29. Atrium Health Wake Forest Baptist Health High Point Medical Center
30. Atrium Health Wake Forest Baptist Health Wilkes Medical Center

CENTRAL | SOUTH GA

31. Atrium Health Navicent, The Medical Center
32. Atrium Health Navicent Beverly Knight Olsen Children's Hospital
33. Atrium Health Navicent Peach
34. Monroe County Hospital*
35. Atrium Health Navicent Baldwin
36. Putnam General Hospital*
37. Atrium Health Navicent Rehabilitation Hospital

NORTHWEST GA | NORTHEAST AL

38. Floyd Medical Center
39. Polk Medical Center
40. Cherokee Medical Center (Cherokee County, Alabama)

NORTH CAROLINA

GEORGIA

- * Managed Enterprise
- ^ Affiliated Enterprise
- + Joint Venture

A large group of people, likely employees, are gathered in a conference hall. Many are holding up blue streamers and cheering enthusiastically. The scene is filled with energy and excitement. The image has a teal overlay.

**What if we target highly engaged,
passionate teammates?**

Goal

Promote the reputation of Atrium Health in professional *and* personal networks

Social media matters, but a lot of conversations happen OFFLINE

Team
TEAL

Launch

Initiated Team Teal in June 2017

We invited teammates who already indicated a high-level of engagement and commitment to Atrium Health, including:

- Community Benefit Council Members
- Nonprofit board members
- Internal award honorees
- Affinity group leaders
- Nominated by their VP



Application Process

Required to fill out an extensive application, which included:

- Involvement in the community/social media
- Their passion for Atrium Health

They had to be approved for membership by their direct supervisors, HR and their EVPs



Team Teal Events (*Pre-COVID)

Team
TEAL



With the CEO.
KNIGHT THEATER
Charlotte, NC



They needed emergency medical care. Now Atrium is suing them for bills they can't pay.

A new study finds hospitals in North Carolina are not spending enough in "charity care" to justify their tax exemption.



Patient stuck with \$28,000 hospital charge searching for billing errors and inflated costs to drive price down



Donate

After federal agency warnings, NC hospitals say they now comply with price transparency rule

North Carolina Public Radio | By Jason deBruyn, Claire Donnelly



Published November 29, 2021 at 1:33 PM EST

The Charlotte Observer

Coronavirus Local News Sports Arts/Culture Business



OPINION AND COMMENTARY

Editorials and other Opinion content offer perspectives on issues important to our community and are independent from the work of our newsroom reporters.

OPINION

State Treasurer: Wealthy hospitals in NC got too much COVID cash

BY DALE R. FOLWELL

AUGUST 04, 2022 1:34 PM

Doing More. Better. Faster. TOGETHER.



5.5M
UNIQUE
PATIENTS



148K
TEAMMATE
S



7.6K
EMPLOYED
PHYSICIAN
S



18.5K
ALIGNED AND
MEDICAL
STAFF
PHYSICIANS



41K
NURSES



\$4.8B
COMMUNIT
Y BENEFIT



1K+
AMBULATOR
Y
LOCATIONS



67
HOSPITAL
S



\$27.1B
REVENUE



2.6M unique patients

75K teammates

3.6K employed physicians

9.5K aligned and medical staff physicians

22K nurses

\$2.5B community benefit

500+ ambulatory locations

27 hospitals

\$14.1B in annual revenue

2.9M unique patients

73K teammates

4K employed physicians

9K aligned and medical staff physicians

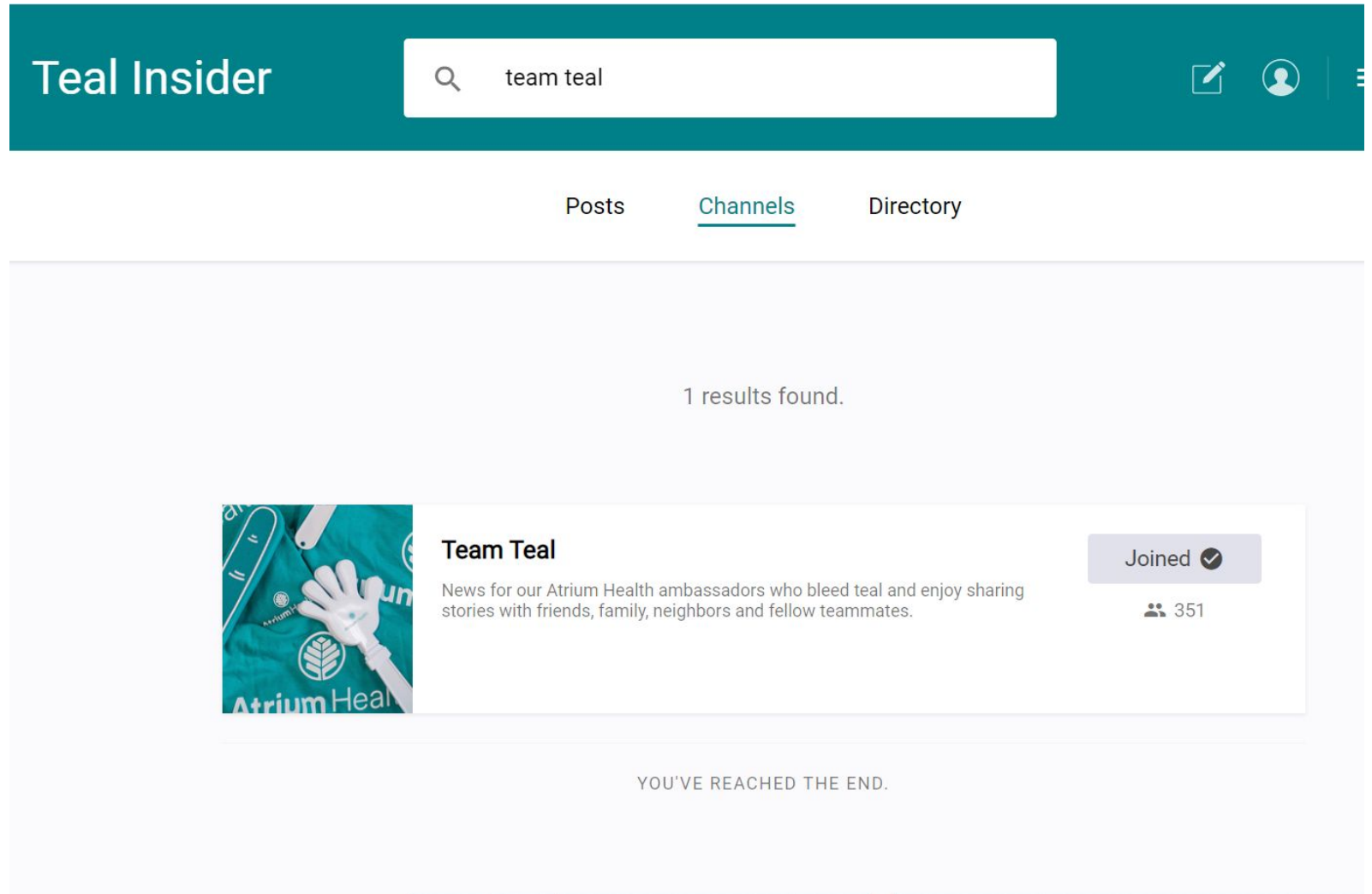
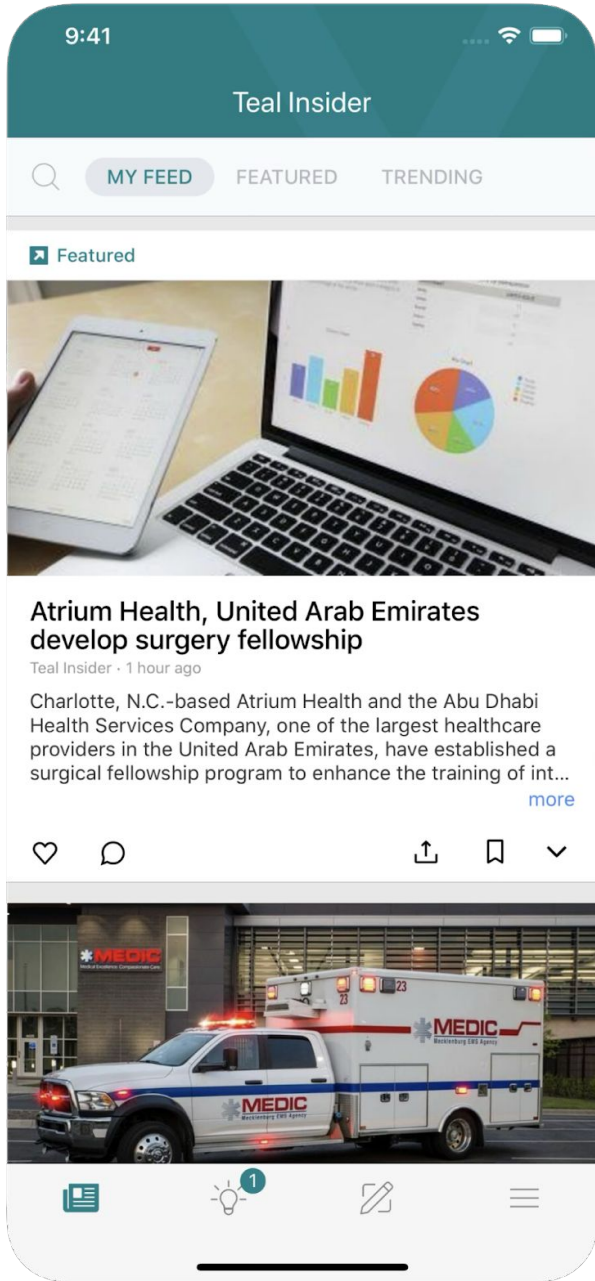
19K nurses

\$2.3B community benefit

500+ ambulatory locations

40 hospitals

\$13B in annual revenue



Teal Insider

Search bar containing the text "team teal"



Team Teal

Joined ✓

News for our Atrium Health ambassadors who bleed teal and enjoy sharing stories with friends, family, neighbors and fellow teammates.



Pauline Webb, 101, served our country as an officer and nurse with the U.S. Army Nurse...



Team Teal Weekly Newsletter, last 90 days



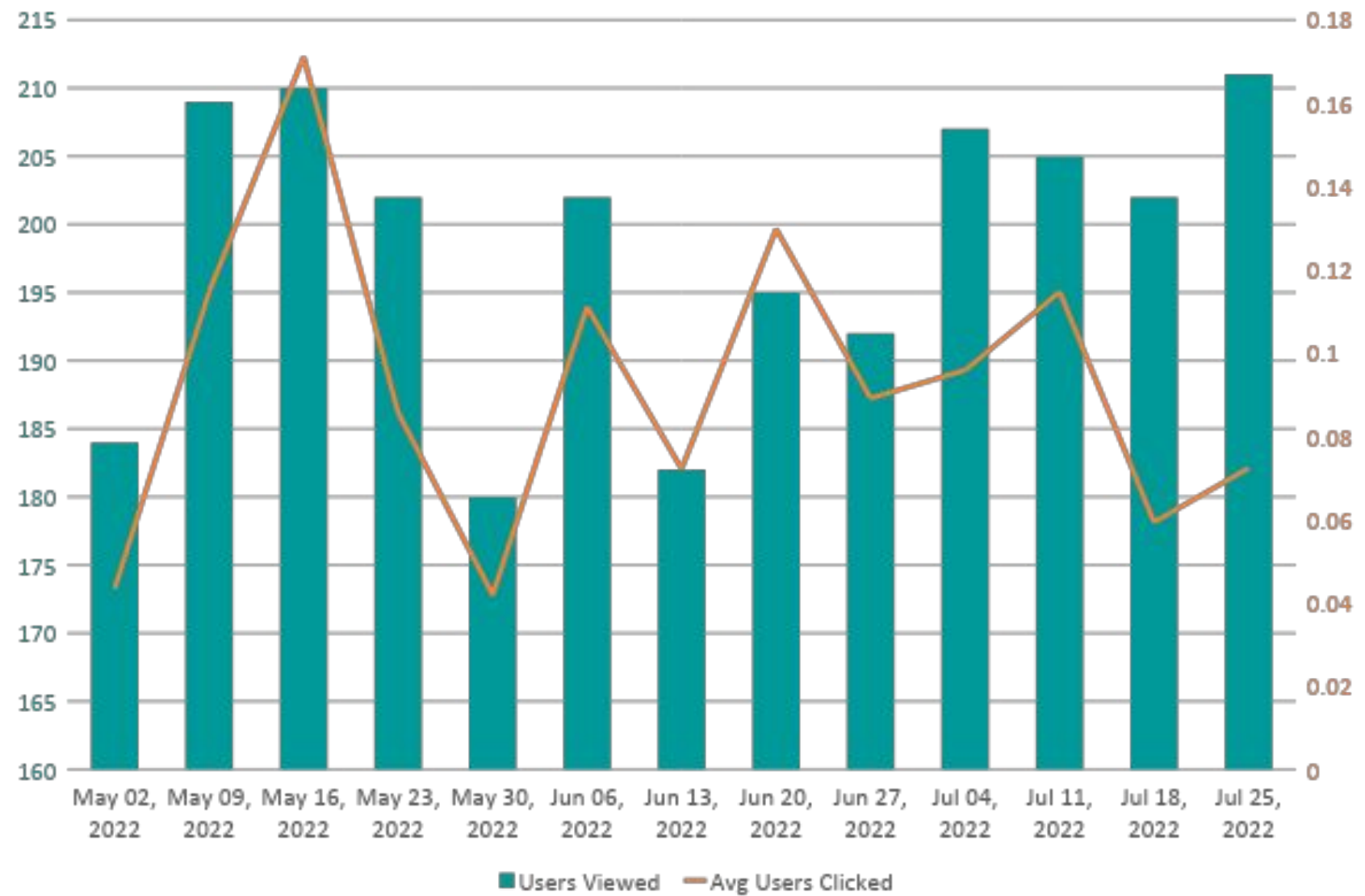
5,509
Emails Sent



57.1%
Email Open
Rate



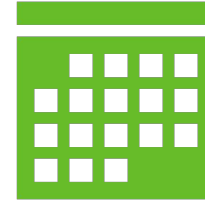
9.8%
Click Through
Rate



Results Beyond Clicks and Open Rates



96% Share in person



56% Participate in events



78% Share on social



96% Say Team Teal helped them answer questions about Atrium Health

Team Teal Today



367

Members



207

Job Titles



27

Job Families



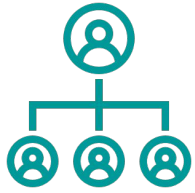
79

Work Locations

Team
TEAL



Team Teal Today



47%
Frontline staff



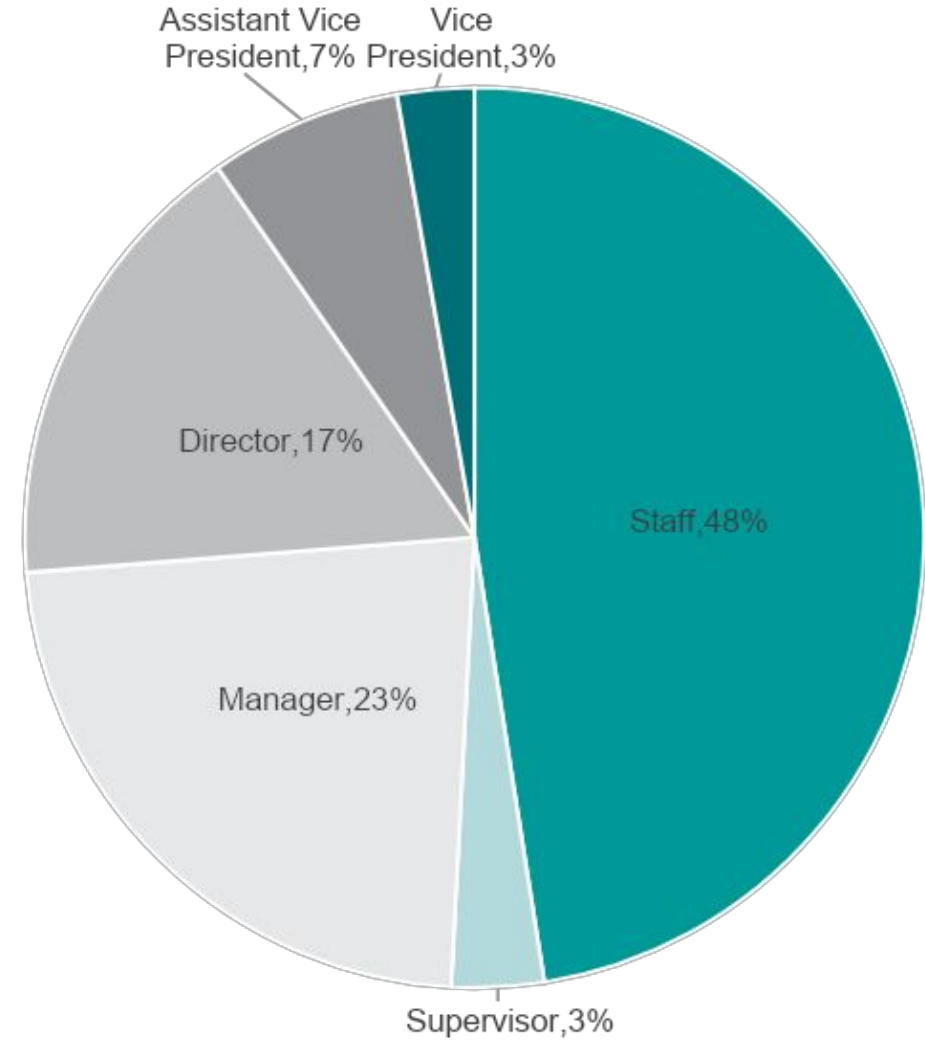
16%
Nurses



29%
Corporate
Operations



29%
Clinical or clinical
operations



How do we scale? Answer: Silver Circle

- To join the Silver Circle, teammates **must be a member of Team Teal for at least two years.**
- Team Teal Silver Circle members **are central to the growth and evolution of Team Teal.**
- Main goal is **establishing Team Teal chapters** in workplace locations across the organization.



Silver Circle Expectations

- **Serve as a point of contact** and coordinator for Team Teal recruitment at work locations.
- **Contribute to the orientation** of new Team Teal members.
- **Mentor existing Team Teal members** in work locations in their role with Team Teal.
- **Convene and coordinate** activities and events unique and specific to work locations.





Team TEAL