

NICHE Media Kit & Marketing Resources

Overview

NICHE offers a number of tools to assist in marketing and outreach related to the NICHE mission. The Media Kit contains a variety of high profile marketing materials for use by NICHE hospitals in communicating the geriatric care quality message to both internal and external audiences...hospital staff and decision-makers, patient families, patients, the local community, and skilled nursing facilities.

Features & Benefits

Feature: NICHE Designated Hospital web page

Benefit: Identify your hospital as a NICHE Designated Hospital and let your community know of your commitment to excellence in the care of older adults

Feature: Customizable

Benefit: Integrate your hospital brand identity into powerful, ready-to-go communications

Feature: Recruitment/program support tools

Benefit: Recruit staff for the NICHE Leadership Training Program. Build support for your NICHE Hospital Program. Communicate meetings, trainings, and events.

Feature: Impactful internal marketing materials

Benefit: Champion care of older adults within your facility. Market vertically from administration to bedside staff, and horizontally across all units about your NICHE Program.

Feature: Public relations and advertising materials

Benefit: Market your hospital as a quality elder-care facility externally to your community online and in print to local and national media

Applications

NICHE Hospitals use the Media Kit to integrate the NICHE brand and messages into their overall marketing activities to reach the right audiences at the right time. The "Guide to Using NICHE Marketing Materials & Resources" provides complete instructions on use and dissemination of the communication vehicles.

NICHE PORTFOLIO



Support Resources

- **Guide to Using NICHE Marketing Materials & Resources:** Use to integrate the NICHE brand and messages into your marketing.
- **Announce Your NICHE Designation Kit:** Everything you need to get started.
- **Program Brochure, About NICHE Sheet & Hospital Sheet:** Promote the adoption, growth, and funding of the NICHE program.
- **Flyer Template:** Use to announce NICHE hospital events and other news.
- **Powerpoint® Presentation:** Promote adoption of the NICHE Program to staff, administrators, and stakeholders.
- **Hospital & Family Brochures:** Communications to reach patients, families, colleagues, stakeholders, etc.
- **NICHE Customizable Templates:** Importable into graphics programs for adding hospital-specific information about the NICHE program.
- **NICHE Logos:** Brand anchor for all messaging.
- **Media:** Sample feature articles, annual report, and announcement press release/card.
- **NICHE Hospital Web Page:** Incorporate NICHE Program information in hospital website.
- **NICHE Starter Kit & Marketing Kit:** Everything you get when you receive NICHE Designation.
- **NICHE Resources:** Solutions and Need to Knows.
- **Annual Conference:** Logo and meeting details to promote the conference at NICHE Hospital sites.

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NICHE Hospital Innovation

Operationalizing NICHE - Early Implementation Site

Authors: Robin Crum, RN, CMSRN & Angel B. DeSquare, RN, BSN, BS, Baptist Memorial Hospital-Desoto, Southaven, Mississippi

Results of the NICHE Geriatric Institutional Assessment Profile conducted by Baptist Memorial Hospital-Desoto revealed staff knowledge was low, but interest and attitude were high for providing care to older adult patients. As a result, the hospital convened a group of administrators, patient/family advisory members, academic partner faculty, research consultants, interdisciplinary team participants, a physician champion, and staff nurses to consider the development of a NICHE unit. The initial goals were to integrate evidence-based practices into unit operations and provide geriatric education for all staff.

Practice changes included

- Staff nurses designated for assignment to NICHE unit
- NICHE unit staff nurse expectation: gain Geriatric Resource Nurse (GRN) certification
- NICHE unit operations team comprised of frontline staff
- GRN staff nurses initiated operations analysis

Evaluation

- Convened group met monthly for two years to manage the progress of the deliberations
- Evidence-based practice focus maintained
- Geriatric education focus maintained
- Three NICHE unit nurses certified in geriatrics
- Initiated NICHE unit site visit at University of Alabama, Birmingham, December 2011

Lessons Learned

- Site visit provided clarity related to implementation process and setting standards and expectations early in the process
- Site visit confirmed the practice of instituting small changes to achieve results
- Inservices and seminars are integral and essential to the staff growth process
- Success and feasibility of implementation is determined by trialing small changes with select staff

As a result of the effort, Desoto opened an ACE/NICHE unit in January 2012, the first in the Baptist system and the state of Mississippi. One important lesson learned: community benefits must be promoted at all stages of implementation.

1. NICHE website <http://nicheprogram.org/>

2. Stevens, K. R., Ferrer, R.L., Arar, N., & Sintet-Yallen, A. R. (2011, July). Small trouble, adaptive responses: Fostering a quality culture in nursing. Mechanism to increase awareness of workarounds in med-surg units. Poster session presented at the meeting of University of Texas School of Nursing Academic Center for Evidence-Based Practice. San Antonio, TX.

View the Media Kit & Marketing Resources. This resource is available only to NICHE member organizations.

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