A PARTNERSHIP FOR A HEALTHIER TOMORROW

PARTNERSHIP WITH BUSINESS PROJECT
DAVENPORT FBLA #8887
DAVENPORT HIGH SCHOOL
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INTRODUCTION

Davenport is located in rural eastern Washington and is approximately 45 miles west of Spokane. We are a town of approximately 1,900 people and also are the Lincoln County seat. In Davenport School District’s Pre-K through 12th grade, our enrollment is 580 students. Lincoln County is home to nearly 10,000 residents and includes the towns of Almira, Creston, Davenport, Edwall, Harington, Odessa, Reardan, and Sprague. Throughout Lincoln County, there are only two hospitals, one in Davenport and another in Odessa, which is located in the southwest corner of the county. Aside from the local hospitals located in Davenport and Odessa, the nearest urgent care services are forty-five plus minutes away from any location in Lincoln County. We, the Partnership with Business project co-chairs Hailey Arland, Macie Hopkins, and Sydney Zeiler, have decided to focus on rural area healthcare to expand our chapter’s perspective of small-town health services, including the associated medical and business-related career opportunities in our own community.

![Figure 1: Lincoln County is highlighted, and the black star denotes the location of Davenport.](image)

DEVELOPMENT

Goals of the Partnership

As Partnership with Business Project co-chairs, we decided the main purpose of our project would be to expose our chapter to the variety of medical and business-related career opportunities in rural healthcare. Lincoln Hospital is the largest employer in Lincoln
County and is located in the town of Davenport. Our chapter decided to take advantage of this opportunity to develop a partnership through a Medical Career Day with Lincoln Hospital, so our chapter members could become better educated about the various functions of our local hospital. In addition, Lincoln Hospital would benefit from the partnership by using our FBLA assistance to create marketing videos for the hospital. Also last year, our FBLA chapter created an apparel business called Gorilla Ink where we design and print heat transfers that get pressed on varieties of attire. This year we have decided to incorporate Gorilla Ink into our partnership project, to provide apparel requested by the Lincoln County Hospital.

**Objective One: Meet the Management and Conduct the Interviews**

Our first objective of the partnership was to meet with one of the department heads and conduct the marketing interviews for Lincoln Hospital. The project co-chairs, Macie Hopkins, Hailey Arland, and Sydney Zeiler, met with Carey Guhlke-Falk at the hospital on January 29, 2018. Here we conducted two interviews with Dr. Rolf Panke and Larry Carpenter, PA-C for a chronic disease management series on Diabetes. Each interview contained 10 questions where we were able to record extensive answers about the different varieties of diabetes, while being recorded on two cameras. FBLA members would then edit the interviews using Adobe Premier. The interviews were to be used by Lincoln Hospital for marketing purposes.

**Objective Two: Apparel Sales for Lincoln Hospital**

After meeting with Mrs. Guhlke-Falk, she informed us that Lincoln Hospital employees were in need of and wanting new apparel with their logo printed onto each item. We came up with the idea to partner with Gorilla Ink, an apparel designing business created by our last year’s FBLA members. Mrs. Guhlke-Falk picked out all the apparel items she wanted us to sell, and chapter members put together an order form with fourteen different items from which the hospital employees could choose. Lincoln Hospital staff was
very pleased to know that they would be having the opportunity to purchase new apparel that they could wear to work every day or when they please.

Objective Three: Medical Career Day

Our third goal was to have our chapter participate in a Medical Career Day, which was a presentation of different departments with employees from Lincoln Hospital. We had representatives from Nursing, Physician’s Assistant, HR Professional, EMS, and Physical Therapy come to Davenport High School to present in our gymnasium. While talking with the different department managers, the chapter members were able to ask questions to learn about the department’s workplace expectations and duties, communication with residents in Lincoln County, and the different technology that is needed in each department.

Roles of Business Leaders and Chapter Members in Development

Responsibilities:

- **Chapter Members**
  - Recorded observations and notes during the Medical Career Day
  - Discussed notes during the FBLA chapter debriefing of the Medical Career Day
  - Assisted in pressing the hospital logo on the apparel
  - Assisted in the editing of the interview videos
  - Shared their views on their knowledge they gained throughout the project

- **FBLA Adviser**
  - Assisted in planning of events
  - Helped communication with Mrs. Guhlke-Falk
  - Supported the implementation of the project plan
  - Supervised completion of Partnership with Business project report

- **Project Co-Chairs**
  - Contacted Lincoln Hospital and requested a meeting
  - Arranged a time and date for the creation of the marketing videos
  - Videographed hospital employees who were interviewed
  - Created an apparel order from and pressed the logo on the apparel
  - Decided a time and date for the Medical Career Day
  - Created a note template for the Medical Career Day
  - Lead a chapter de-briefing on the Medical Career Day
Planning and Development Activities

There was a chapter meeting held discussing ideas to make this a project that would benefit both FBLA members and Lincoln Hospital. Lincoln Hospital is the largest employer in Lincoln County, and many of our FBLA members are interested in careers in the healthcare field. Further, knowing that the job outlook in the healthcare industry is continually on the rise, we determined that a partnership with Lincoln Hospital would be beneficial to all parties involved, as it would meet the project guidelines, the interests of our members, and would help benefit Lincoln Hospital.

On October 25, 2017 Davenport FBLA agreed to form a partnership with Lincoln Hospital for our chapter’s Partnership with Business Project. The project co-chairs met with Davenport FBLA adviser, Miss Noelle Carstens, along with Communications Director at Lincoln Hospital, Mrs. Carey Gulhke-Falk, and brainstormed the idea of the partnership.

Once the partnership was officially established, project co-chairs set up numerous meetings with Miss Carstens and Mrs. Gulhke-Falk to discuss topics that needed to be completed in order for our partnership to function properly. At these meetings, we developed our projects to-do list and outlined the goals of the partnership.

The next step we took in planning our project was planning our marketing interviews for Lincoln Hospital. After multiple meetings and with the help of Mrs. Gulhke-Falk, we determined that we, the three project co-chairs, would be the ones to interview the hospital representatives on camera. We also wanted to incorporate other FBLA chapter
members through editing the informational videos using our school’s broadcasting class equipment. The FBLA members worked to put together a well-formatted and professional video to be viewed for marketing purposes for Lincoln Hospital. Our goal was to assist Lincoln Hospital in conducting interviews used to create professional videos are beneficial for the hospital’s needs.

Next, we began formulating ideas for how we were to go about apparel sales. When we were asked if we could offer Lincoln Hospital apparel, we took the opportunity to utilize our own apparel business in manufacturing a vast selection of apparel that had the hospital logo presented on each piece. With this idea, we had numerous meetings with Mrs. Gulhke-Falk, discussing where the apparel will be purchased from, what types of apparel should be sold, what colors the apparel should come in, what the cost would be after Gorilla Ink printed and pressed the logo on, and how the order form should be formatted. In each meeting, we discussed each question and came to solutions that were beneficial and satisfactory. As a result, we formatted the apparel order form (Appendix A) the hospital requested from our own Gorilla Ink business, a business our chapter started as last year’s Partnership with Business project.

In discussing ideas for the Medical Career Day, we met various times to determine the departments in which the FBLA members would listen and take notes on what the job titles entail. We also wanted to provide members insight into the business side of running a hospital. Our intention was to expose chapter members to all facets of a hospital and to open their eyes to the fact that having a job at a hospital does not simply mean a nurse, doctor, or surgeon. We wanted to expose chapter members to both the medical and business aspects of the hospital.

In addition to determining the hospital departments, we met several times to determine the schedule for the Medical Career Day. We originally wanted to hold this event at Lincoln Hospital, but due to an influenza outbreak there were visitor restrictions in
place. We were discouraged, but we rescheduled for another time with hope that the restrictions would be lifted. The hospital recalled the restrictions for a total of only three days, so we decided we had to hold the Medical Career Day elsewhere. We chose to hold the event in our gymnasium where the students would sit in the bleachers as each hospital representative individually presented their knowledge. With this initial plan, we worked with our adviser, Miss Carstens, and high school principal, Mr. Prewitt, to select a date for our event that would not conflict with any other school activities. We had two options for the event, February 20th or February 21st. Our adviser, Miss Carstens, notified Mrs. Guhlke-Falk of the date options, and she approved the date of Wednesday, February 21st.

Next, we created a description of our project, a sign-up sheet for the Medical Career Day (Appendix B), and multiple reminders that would be posted on the student’s lockers reminding them of the date and time of the event. We then planned to begin the event by having chapter members meet in our adviser’s classroom to explain to our chapter the note-taking template and the itinerary for the day.

IMPLEMENTATION

Activities Implemented for Learning

This project had three major activities. The first activity was the interviews that the co-chairs conducted with Dr. Rolf Panke and Larry Carpenter, PA-C about Diabetes for Lincoln Hospital’s marketing purposes, and then the editing of the videos by our chapter. The second activity was to utilize last year’s partnership with Gorilla Ink to create apparel for the Lincoln Hospital staff and management. Our final activity was the Medical Career Day, an educational presentation provided by a variety healthcare professionals.

Interviews

After sitting down with Mrs. Guhlke-Falk and planning out the interviews, we set the date for Monday, January 29 from 7:30-9:00am. Once this day came, we needed to bring a camera that our school provided for us to take videos and pictures. We also brought in a questionnaire specific to the illness of diabetes. Mrs. Guhlke-Falk wanted us to ask the employees of the hospital about this as she planned to use it for marketing purposes.
(Appendix C). When we arrived at the hospital, we met with Mrs. Guhlke-Falk and the two employees, Dr. Rolf Panke and Larry Carpenter, in Lincoln Hospital's main board conference room. We then set up all the equipment, and put microphones on both employees, and started the interviews. Our co-chair, Macie Hopkins, was seated across the room out of the camera's view asking the questions while Mrs. Guhlke-Falk operated one camera, and the other co-chairs, Hailey Arland and Sydney Zeiler, operated the second camera. Each employee was asked multiple questions about diabetes, and before answering, we had them restate the question and then provide a follow-up answer since all of the footage of the interview would have the interviewer's voice cut out, so only the employee would be the one talking in the different shots. Once we completed both interviews, we then had to edit and put the videos together, so the hospital could put the final product up on their website. The project co-chairs worked with our own broadcasting class at our high school, and also had other members in our FBLA chapter come in and help us edit, so that the marketing video would be done right and look good from not just our perspective, but from many others people's, as well. After we finished editing the marketing videos, we sent them to Mrs. Guhlke-Falk, who was very pleased with how they turned out, and later put them up on the Lincoln Hospital website, social media, and monitors in the hospital and local clinics, concluding this portion of our project.

**Gorilla Ink Apparel**

When we were planning this project with Mrs. Carrie Guhlke-Falk, she very strongly expressed her excitement about the apparel aspect of the partnership. We were able to use last year's creation of the business Gorilla Ink to create a wide variety of apparel that represented Lincoln Hospital. To start this process, we contacted Mr. Justin Young, who is the teacher in charge of Gorilla Ink, to confirm that he would be able to create the apparel that the hospital had requested. After he accepted the project, our chapter proceeded to create an order form. We did this by conforming to the needs of the hospital and working

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Figure 5: Gorilla Ink’s vinyl cutter/printer making the Lincoln Hospital logos for the apparel.
with the boundaries of the business. The end product was 14 different kinds of apparel that came in many different sizes, types and colors.

Next, we proceeded to distribute the order forms throughout the hospital and clinics. It was available to all of the departments and offices. We set a 2-week deadline to ensure that we would get all of the order forms back in a timely manner. When Mrs. Guhlke-Falk returned the forms, we were very pleased with the amount of participation by hospital staff.

Medical Career Day

On Wednesday, February 21, 2018 the Davenport High School FBLA chapter was visited by various medical officials from the Lincoln County Hospital, so they could conduct a Medical Career Day.

The first activity was a meeting with our chapter advisor, Miss Carstens. We passed out our questionnaire that tested members’ pre-knowledge on not only the healthcare side of the hospital, but also the business side (Appendix D). The hospital has many different departments that are very unique, and it was interesting to learn what our FBLA chapter knew about them. After this meeting, we were ready to meet with all the medical professionals.

We met with eight different Lincoln Hospital employees, varying from a physician’s assistant to nurses to the HR manager. Each the professionals got up and presented their profession, sharing the history of their job and how they got to where they are today. One aspect that we loved is how they shared their passions and took us back to when they were our age. This connected to the students in a personal way that kept them engaged and interested. For example, Brandi Maioho (RN, and Nurse Manager at the Lincoln Hospital) explained how she grew up on a farm and was discouraged to follow her dreams by so many that surrounded her. Mrs. Maioho was told she wasn’t smart enough or strong enough to reach her goal of becoming a nurse to help

Figure 6: Hospital representatives waiting to present.
others. Despite her obstacles, she reached her dreams with flying colors. Not only is she a successful nurse, but she is the head of the entire nursing staff. As the project co-chairs, we could see right away the inspiration that she instilled on our FBLA chapter to never give up.

We also heard from Larry Carpenter, PA-C; Eric Cassidy, EMS; Shannon Janke, nurse; Shane Nielson, physical therapist; Derek Spangler, lab-tech; Jeff Borders, respiratory therapist; and Becky Bailey, HR Manager. Each professional was able to share in different ways depending on their occupation. For example, Mr. Carpenter shared pictures of past patients who he has treated, while Eric Cassidy took the group to the ambulance and presented all its equipment and lifesaving tools that the ambulance possessed. Derek Spangler brought in laboratory plates that he uses to test different bacteria. He let us see, touch, and smell these tools. It was very interesting for everyone to be exposed to an aspect of the hospital that was maybe not something that they were aware of. Also, Shane Nielson allowed the chapter members to participate in a balance test that he uses in his practice every day. The participants were surprised about how difficult some tasks were that may appear to be so easy. All of these different techniques engaged the students and allowed our chapter to gain a taste of how these medical professionals save lives every day.

Our final activity was the chapter debriefing once our Medical Career Day came to an end. All chapter members met together to go over the notes they took through the Medical Career Day. We discussed how the departments work together, regardless of their different ways of operating to help create a positive experience for their patients from all around the county. While working with the hospital, we learned that they are a non-profit organization that provides the “greatest good to the greatest number.” Lincoln Hospital is able to do this by the continued support of various Lincoln County communities in choosing Lincoln Hospital’s services over a hospital in Spokane.
Roles of Business Leaders and Chapter Members in Implementation

Our chapter adviser Miss Carstens, and Lincoln Hospital Communications Director Mrs. Guhlke-Falk played a huge role in our project through helping plan, develop, and implement both parts of our project. All of the healthcare professionals provided great information to our chapter about the variety of positions within a hospital, highlighting not only the medical side, but business side, as well. Our FBLA chapter members contributed to each stage of our project from planning and development to implementation. It was a pleasure to see all FBLA members eager to sign up for the Medical Career Day, and all the help they provided editing the video and pressing the shirts.

RESULTS, CONCEPTS LEARNED, AND IMPACT PROVIDED

Lincoln Hospital is the largest employer in Lincoln County, and the job outlook for careers in the healthcare field is on the rise. The partnership our chapter had with Lincoln Hospital was a huge success. We received very positive feedback, publicity, and recognition for the Medical Career Day.

The Medical Career Day was very educational for all FBLA chapter members. We learned about how each department operated and save lives in their own way. FBLA members learned that careers in a hospital include much more than a nurse or a doctor. FBLA member’s eyes were opened to the business, marketing, and management career opportunities also within the hospital. The healthcare professionals also shared how grateful they were to have the opportunity to share their work and hopefully influence a younger generation to consider their department as a future career choice.

During each presentation, FBLA members were invited to be actively involved with the hospital staff in their conversation. The students asked many questions, a common one being, “What can I do as a high school student to prepare for this type of career?” Through the staffs’ answers, students learned that the hospital always welcomes volunteers, subsequently some members are starting volunteer work and internships with the Lincoln
Hospital. Overall, this partnership has left an impact on our chapter’s FBLA members, as it has provided a potential pathway for their future.

Lincoln Hospital benefited from the partnership through the interviews that we conducted, videoed and edited for their marketing tool, and also all of the apparel that we provided. These interviews were published on Lincoln Hospital’s website, as well as on TVs throughout the hospital and local clinics. The doctors were able to inform the public about diabetes and ways to prevent it. We were able to dissect the interviews to create the best video possible for Lincoln Hospital. Additionally, the hospital greatly benefited from the variety of apparel that we provided with the help of Gorilla Ink. Now employees are able to wear new company apparel that also promotes Gorilla Ink, as our logo is printed on each item. We completed 200 orders, and that is out of the 250 employees who work at the hospital.

As the Partnership with Business project co-chairs, we also had the opportunity to learn from this project. Management, scheduling and organizational skills were learned while we planned and developed this project. Also, we learned that importance of teamwork and communication in carrying out this partnership. We believe we did an excellent job learning to implement those traits into the planning and organizing of these three partnership events. We also learned a lot about goal setting though this project, and believe we met each one of the goals we set. Overall, the partnership with Lincoln Hospital was a success. We were able to take this rural healthcare opportunity and expanded our chapter’s perspective of small-town healthcare and the associated medical and business-related career opportunities.

Degree of Involvement

We dedicated many hours to this partnership and are proud to share that 100 percent of our chapter was involved with this project. Our chapter dedicated over 90 hours
of work on this project. During this time, we met as a chapter to set goals for this project, met with Mrs. Guhlke-Falk to discuss and determine when would be the best times and days to job shadow the employees from the hospital, and we also discussed the departments FBLA members would be able to learn about. Through the Medical Career Day, chapter members were able to gain more or new information about jobs such as nursing, physician’s assistant, phlebotomist, HR professional, EMS, and physical therapist for two hours. Chapter members then contributed to a debriefing discussion about the event.

Through the apparel sales for Lincoln Hospital and conducting interviews with some employees, we spent time planning and organizing how our chapter would be involved. Chapter members spent time helping create and print the logos onto all the apparel ordered, and helped edit and put together all the video production that came from the interviews up at the hospital. Our chapter truly put a lot of work into this partnership right alongside the co-chairs and were involved in each step of the project from planning to development to implementation. Members also assisted in the follow-up of the project, writing personalized thank you letters to everyone who helped make our project a huge success.

Publicity and Recognition

To promote our project to the public, we took many different steps. First, we typed up an article about the project and submitted it to The Davenport Times, our local newspaper. This paper goes out to all the communities in Lincoln County, so we knew that we would be able to reach a wide range of county citizens. We also placed a sign-up sheet in our chapter adviser’s classroom, and placed an announcement in the high school bulletin, which was read to all the high school student each day advertising when the Medical Career Day would take place and

![Figure 9: Partnership with Business co-chairs holding up finished printed apparel for Lincoln Hospital.](image)

![Figure 10: The Davenport Times article publicizing the Medical Career Day.](image)
why FBLA members should attend. *The Davenport Times*, Lincoln Hospital Facebook Page, and Davenport School District website each provided recognition of the partnership. The hospital website also recognized the project co-chairs, as well as our FBLA chapter when the marketing videos that were posted. Additional recognition come on the apparel order forms that were handed to the hospital employees. With *The Davenport Times*, as well as the hospital, we were able to effectively get our project noticed by people throughout our community.

**Evaluation of the Project**

Looking back at the results of our project and the accomplishments that were made, we are very pleased with the outcome. As project co-chairs we are grateful for our entire FBLA chapter in assisting us, project co-chairs, in each step of planning and development, as well as each step in successfully partnering with Lincoln Hospital. The results of the hospital apparel sales were more successful than predicted, and a huge accomplishment for our FBLA chapter, as well as the Gorilla Ink business. The marketing video was successfully edited, and Lincoln Hospital was pleased with how the video turned out. In addition, the Medical Career Day was immeasurably successful in teaching the FBLA chapter members not only medical and business careers within the hospital, but also the business factors that go into running a hospital.

If we three co-chairs were to execute this project again, there would be a few changes made. We would begin by providing the apparel order forms to the hospital at an earlier date than we originally decided. In the meantime, we would plan to have our Medical Career Day on an earlier or later date, given the fact that our Medical Career Day was originally planned for during the influenza outbreak. This caused difficulties in job shadowing the hospital representatives, considering no one was to enter the hospital unless of an emergency or they were an employee. Overall, our project was a success, and we are extremely pleased with the benefits it had for not only Lincoln Hospital, but also our FBLA chapter and its’ members.
APPENDICIES

APPENDIX A: Apparel order form.

APPENDIX B: Medical Career Day sign-up.

APPENDIX C: Interview questions.

APPENDIX D: Medical Career Day questions.