

## PHASE TWO: IMPLEMENTING THE CRITICAL CARE FAMILY ASSISTANCE PROGRAM

### TOOL 19 – CCFAP HOSPITALITY COMPONENT PLANNER

**Instructions:** Read the Hospitality Actions below and each set of Critical Steps. Use [Tool 14](#) to develop action plans where needed. Add other hospitality actions you identify, and develop critical steps.

Hospitality Action	Critical Steps	Comments/Updates
Establish eligibility criteria for families	<ul style="list-style-type: none"> <li>■ Develop a checklist of criteria that families must meet in order to be eligible for free or discounted services through the CCFAP</li> <li>■ Develop a procedure for informing staff of the eligibility criteria</li> <li>■ Develop procedure for distributing coupons and packets on weekends and evenings to families</li> <li>■ Develop a procedure for informing eligible families of hospitality services</li> </ul>	
LODGING Identify local hotels	<ul style="list-style-type: none"> <li>■ Make lists of hotels within reasonable commuting distance to hospital</li> <li>■ Determine whether hotel is affiliated with a national chain; negotiating through national hotel chains provides a broader base of hotel choices, since hotel chains have many brands under their umbrella</li> <li>■ Identify senior executives within the hotel for contact purposes</li> <li>■ Categorize lists according to location and distance from hospital</li> </ul>	
FOOD Identify local food chains and restaurants, as well as cafeteria within hospital	<ul style="list-style-type: none"> <li>■ Make lists of restaurants within reasonable commuting distance to hospital</li> <li>■ Determine whether restaurant is affiliated with a national chain</li> <li>■ Identify senior executives within the restaurant for contact purposes</li> <li>■ Categorize lists according to location and distance from hospital</li> </ul>	
TRANSPORTATION Identify transportation and parking companies that could be approached for discounts or vouchers	<ul style="list-style-type: none"> <li>■ Make lists of transportation companies (<i>eg, taxis, shuttle services, buses, airlines</i>)</li> <li>■ Identify parking company responsible for hospital parking lots and garages.</li> <li>■ Identify senior executives within transportation companies for contact purposes</li> </ul>	

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Develop introduction letter to establish relationship with each company	<ul style="list-style-type: none"> <li>■ Use <a href="#">Tool 20</a> to create a letter</li> <li>■ Have letter signed and endorsed by senior level hospital executive</li> <li>■ Have senior level hospital executive or project director make follow-up contact with company executive to arrange face-to-face meeting</li> </ul>	
Negotiate general pricing, amenities, and contractual arrangements	<ul style="list-style-type: none"> <li>■ Conduct face-to-face meeting with company executive (<i>key leadership from core project team should attend the meeting</i>)</li> <li>■ Provide additional information regarding CCFAP program, (<i>eg, brochures</i>)</li> <li>■ With hotels, arrange for specific designation that can be used for CCFAP family, (<i>eg, preferred customer</i>)</li> <li>■ Identify additional amenities at the hotel that families will be able to access, (<i>ie, health club, Internet hook-up, free parking, van service to the hospital and back for reduced cost</i>)</li> </ul>	
Establish procedures for assessing family need and contacting hotel	<ul style="list-style-type: none"> <li>■ Using eligibility criteria, determine who will contact hotel and how to arrange for family's lodging for a predetermined time frame</li> <li>■ Identify alternative choices in the area if designated hotel is full</li> </ul>	
Maintain relationship with hospitality partners	<ul style="list-style-type: none"> <li>■ Provide regular feedback from families to hospitality partners (<i>eg, letters from families, thank you notes, etc.</i>)</li> <li>■ Highlight partnerships in press releases and other media, as appropriate</li> <li>■ Invite partners to special functions that highlight the CCFAP</li> <li>■ Acknowledge the work of partners through special awards, letters, etc.</li> </ul>	
Renew letters of agreement on annual basis	<ul style="list-style-type: none"> <li>■ Develop renewal letter to be sent to the company at least two months prior to the end of the current year's contract</li> <li>■ Conduct necessary renewal negotiations with company</li> </ul>	
Other		