



Association for Healthcare
Volunteer Resource Professionals

A professional membership group of the
American Hospital Association

AHVRP 2018 Retail Excellence Award Nomination

AHVRP 2018 Retail Excellence Program Award Nomination Form

The AHVRP 2018 Retail Excellence Program Award is an award category available to AHVRP members. This award will recognize retail excellence in healthcare systems, hospitals, long term care or hospice organizations. This award recognizes a retail shop in a healthcare setting which has resulted in achieving exemplary results, and has demonstrated substantial benefit to the recipients, to the health care organization, the community and to the volunteers providing the service.

To qualify for the 2018 Retail Excellence Award, the retail shop will have been in operation for at least three (3) years.

This award is open to all AHVRP members and the health care organizations they represent. If selected, AHVRP will honor the Retail Excellence Award recipient at the 50th Annual AHVRP Conference & Exposition, Recognition Breakfast, Sunday, September 30, 2018, Hyatt Regency O'Hare, Rosemont, Illinois. Recipient will receive one 2018 AHVRP conference registration(non-transferable), an award and notification to senior leadership of the recipient's organization.

All entries must be submitted by April 25, 11:59pm(CST), 2018. All submissions will be notified by May 31, 2018, whether or not the submission was selected.

* 1. Please provide the following information:

Name:

AHVRP Member#

Organization:

Address:

City/Town:

State:

ZIP:

**Submitter's Phone
Number:**

**Submitter's Email
Address:**

**Senior Leader's Email
Address:**

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Program Description

* 2. BACKGROUND

Please provide background of your shop. Include: when it was opened, hours of operation, square footage, profile of your typical customer, and what your shop has to offer to its customers. (Maximum 250 words).

* 3. LEVEL OF VOLUNTEER IMPACT ON STAFFING NEEDS

How is your retail shop staffed? Please include numbers, positions, and shifts for paid staff and volunteers, as well as how the volunteers are trained, the store is managed, and whom it reports to. (Maximum 250 words).

* 4. ENGINEERED FOR SUSTAINABLE GROWTH

What improvements have been made in the last five years that have taken your shop to another level, please include anything related to: store layout, product range, stocking local/regional products, hours, pricing structure, marketing & promotions, use of technology & social media, and training. (Maximum 500 words).

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Program Description, part 2

* 5. MARKETING INNOVATION

How do you use your website, social media, promotions, special events, brochures, and/or gift certificates, to increase your shop's revenue? (Maximum 250 words).

* 6. EMPLOYEE ENGAGEMENT

How do you encourage healthcare facility associates to shop in your store? Do you sell uniforms, shoes, logo wear, etc.? (Maximum 250 words).

* 7. PATIENT/FAMILY EXPERIENCE

What unique offerings do you have which supports patient experience initiatives in your healthcare facility? This may include offerings for women, children, men, babies, floral, and activities around seasonal celebrations. (Maximum 250 words).



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Thank You!

Thank you for completing your nomination for the AHVRP 2018 Retail Excellence Award. All submissions will be notified by May 31, 2018. Please hit DONE below to submit your application.

If your program is selected, you will be recognized at the 50th Annual AHVRP Conference & Exposition, Recognition Breakfast, Sunday, September 30, 2018, Hyatt Regency O'Hare, Rosemont, Illinois.

Please direct any additional questions ahvrp@aha.org.