



SBAR Communications

From: [The Office of Mayo Clinic Experience](#)

Subject: “Get Inspired!” Mayo Clinic Experience Week | April 26-30, 2021

PLEASE SHARE THIS INFORMATION WITH YOUR TEAMS AS APPROPRIATE.

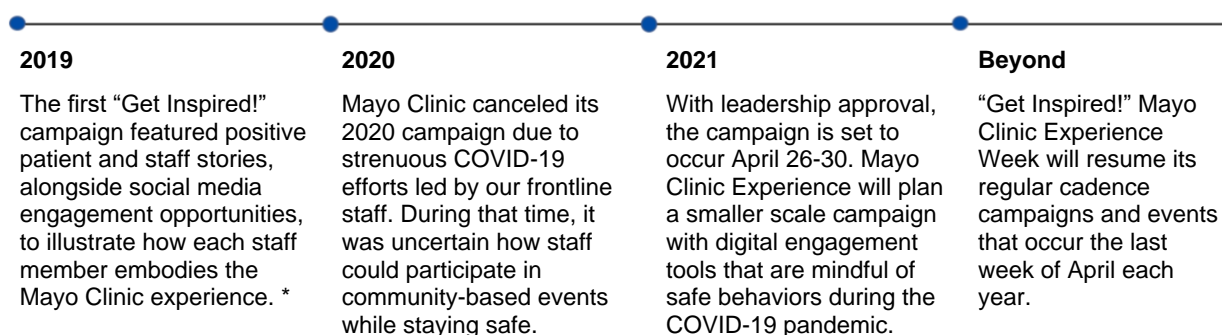
SITUATION: (What is the current state?)

Mayo Clinic Experience is launching its [“Get Inspired!” 2021 campaign](#) as part of the nationally recognized [Patient Experience Week](#) from April 26-30. This celebratory event occurs the last week of April each year to honor our staff, their contributions to Mayo Clinic and their inspirations behind delivering exceptional interactions with patients, visitors and one another every day.

BACKGROUND: (What are the circumstances leading up to this situation?)

The Mayo Clinic Experience “Get inspired!” campaign started in April 2019—the same year our president and CEO, [Gianrico Farrugia, M.D.](#), entered his role and shared a vision of fostering and preserving a [culture of joy](#) at Mayo Clinic. The following timeline summarizes Mayo Clinic Experience Week throughout the years:

Past and present states



* View the 2019 “Get inspired!” campaign [deliverables and metrics](#).

ASSESSMENT: (What problems does this situation create?)

- Staff may not remember the “Get Inspired!” kickoff campaign in 2019 because of the mandatory pause in 2020.
- Mayo Clinic’s COVID-19 protocols and expansion into remote work require innovative staff engagement methods.
- “Get Inspired!” 2021 is not eligible to receive fundings, creative services or content contributors.
- Staff may not have time, resources or energy to participate in activities or read content during Mayo’s hours of operation.

- Leaders shared concerns that staff could interpret Mayo Clinic Experience Week activities as tone deaf to the current state.

RECOMMENDATIONS: (How do we correct this problem?)

The Mayo Clinic Experience team will modify “the Get Inspired!” 2021 deliverables and activities to comply with Mayo Clinic’s [protocols](#) that keep staff healthy and safe during the COVID-19 pandemic.

In addition, nearly one-third of staff work off campus permanently, and is incorporating thoughtfulness toward these newer environments. Multiple modes of communication and links to 2021 campaign resources will accompany all tailorable tactics and activities.

This year’s campaign will operate organically to reduce costs. It focuses on promoting gratitude, reflection and connection among staff. Mayo Clinic Experience will partner with supervisors and managers to help spread the word and lead activities.

Preliminary communications timeline

- Publish “Get Inspired!” 2021 intranet site: Wednesday, April 21.
- Email teaser story and intranet link to Experience staff: Friday, April 23.
- Email calls for action and campaign kit to site leadership: Friday, April 23.
- Publish first News Center article: Monday, April 26.

Send thoughts, recommendations or ideas to [Emily Linginfelter, Public Affairs](#).

For activities and resources to celebrate each day of Mayo Clinic Experience Week, visit [“Get Inspired!”](#)

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