



Global Missions
Health Conference

2021 Short Term Engagement Strategy

Letter from GMHC Executive Director

Friends of Healthcare Missions:

We stand at an unprecedented time in history where we are witnessing a significant amount of attrition with many healthcare missionaries coming home, many with little intent to return (currently an estimated 20% attrition).

As these needs have been made more obvious in recent months, our team, along with several core organizations, have worked to create one approach to addressing this current significant need. Essentially a plan to hyper-focus on short term engagement in global missions to help relieve and replenish global healthcare missionaries.

So here's the plan... we're going to be talking a lot about short term engagement in the next few months. Our plan is to launch a brand new mobile app for this cause, host several events, focus new content on this plan, and more.

What do we need from healthcare missions organization?

We most need you to [create an account on ServiceReef](#) to post your short term trip opportunities and then to post those various serving opportunities. Second, we need you to register and attend the upcoming virtual events plus the GMHC.

What do we need from healthcare professionals (and students)?

We most need you to download the app, look through the many opportunities, and sign up!

One of the many things I love about healthcare missions is just how much of a family we all are and in times like this, we come together to encourage each other and work toward greater engagement. That is our goal here... to come together again for this common goal of healthcare missions and the glory of God.

Thanks for your engagement in this initiative... we need every one of you!

Will Rogers
GMHC, Executive Director



Strategy Summary

The launch of a significant amount of resources, energy, and focus on re-igniting short term healthcare mission engagement through multiple events, release of new mobile app, and more.

20%

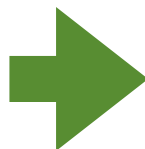
Healthcare missionaries returning from the field in 2020 and 2021 (who may not go back).

>50%

Fewer applications in the past year for long term missions than the previous five year.

THE PROBLEM

Significant amount of healthcare missionaries leaving the field, fatigued, and potentially not returning to the field.



A SOLUTION

A collective effort of organizations and healthcare professionals stepping into short term roles to relieve and assist global field teams.

Core Initiatives



1. GMHC GO MOBILE APP

A dedicated mobile app will be released (scheduled for October 2021) specifically for medical trips/global healthcare needs. This mobile app will aggregate needs from hundreds of GMHC organizations and feature both common short term trip opportunities but also individual role opportunities at global hospitals.

NOTE: This is not a GMHC app with conference or [MedicalMissions.com](https://www.MedicalMissions.com) related materials.... this app is exclusively for the promotion of short term medical trips.



2. GMHC VIRTUAL EVENT - TRIAGING THE NEED

Thursday, 23 September 2021

A virtual event dedicated to helping healthcare professionals find their place in short term healthcare missions - practical tips, personal stories, and resources.

[VIEW EVENT PAGE](#)



3. eBOOK

Creation of a resources to clearly capture how to engage in short term healthcare missions, how to navigate finding an organization, and some key tips along the way.



4. GMHC EXHIBITOR EXPO

Thursday, 28 October 2021

Hosting a dedicated exhibitor expo around short term missions and the launch of the Medical Trips mobile app.

[VIEW EVENT PAGE](#)



5. GMHC FOCUS

Thursday - Saturday, 11-13 September 2021

Finally, a significant amount of focus will be given to this initiative and the launch of the mobile app during the 2021 Global Missions Health Conference.

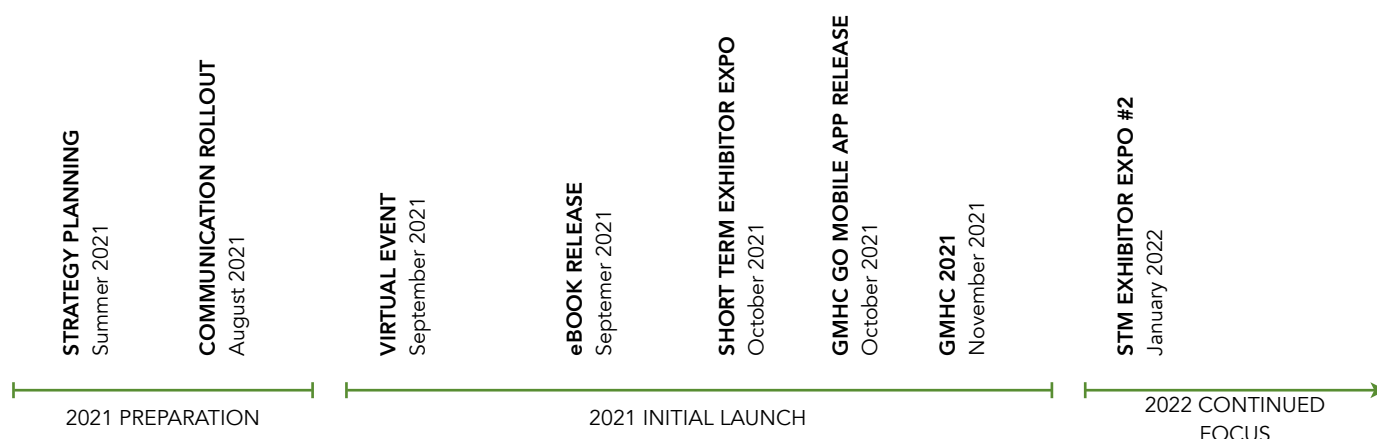
[VIEW EVENT PAGE](#)



6. 2022 VIRTUAL EVENTS

Additional virtual events in 2022 to continue advocating for short term pathways.

Launch Plan



4+ EVENTS TO PROMOTE SHORT TERM

SHORT TERM VIRTUAL

1.5 Hours | Speakers/Presentations

SEPTEMBER 2021

This event will feature/focus on teachings and stories from key leaders and practitioners to share helpful information and challenges.

SHORT TERM EXHIBITOR EXPO

1.5 Hours | Exhibitors

OCTOBER 2021

The official launch of the Medical Trips mobile app will coincide with the first monthly GMHC virtual event focusing on short term mobilization and hosting a virtual exhibit hall of short term trip organizations.

GMHC 2021

NOVEMBER 2021

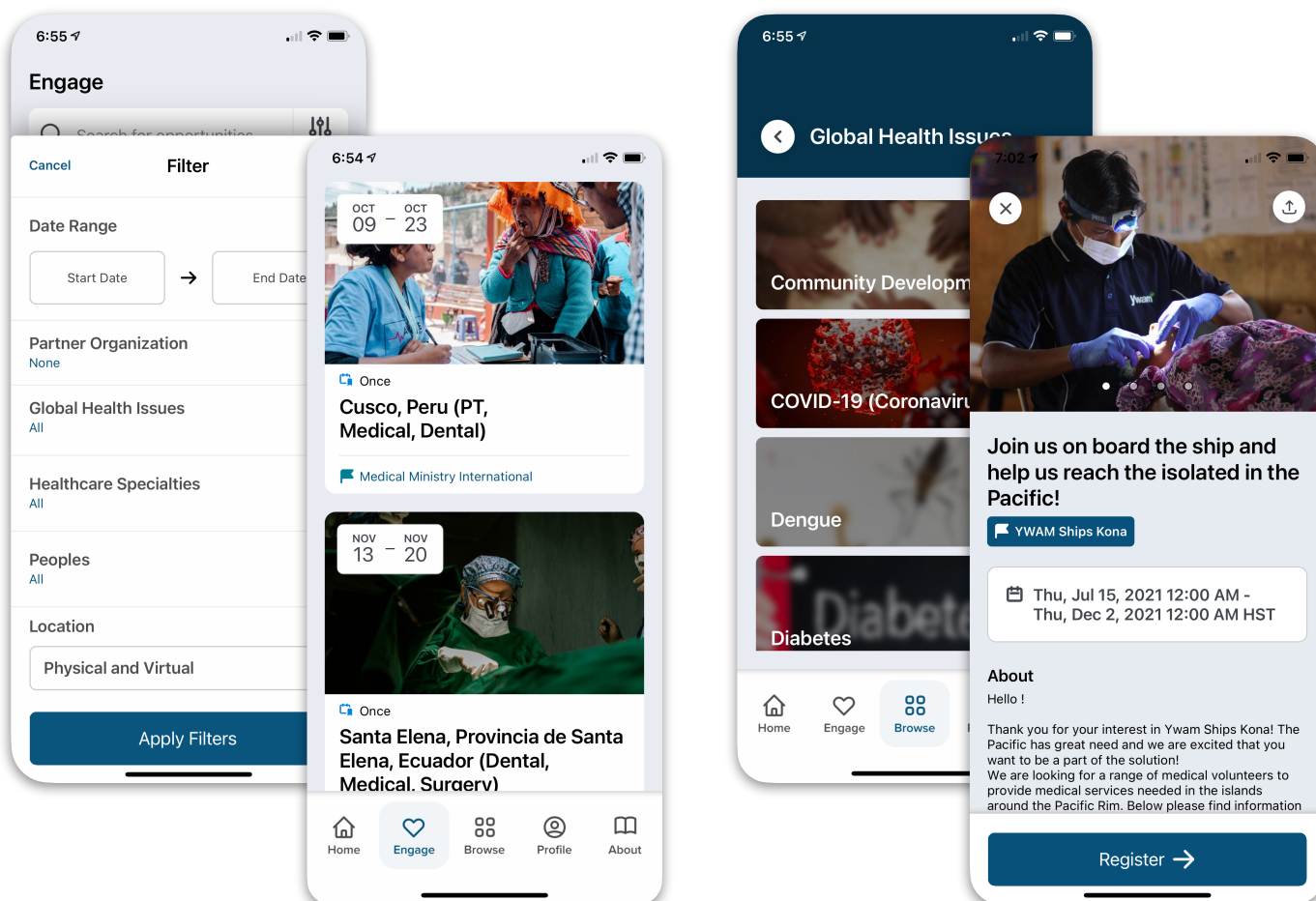
The GMHC will promote the Medical Trips mobile app and the push for short term engagement via videos, promotions, Elements, and other resources.

2022 EVENTS

Spring 2022

Early 2022 will host another Exhibitor Expo for one of the monthly virtual events focusing again on short term engagement and featuring a virtual exhibit hall for short term trip organizations.

GMHC GO App Preview



CORE FUNCTIONS

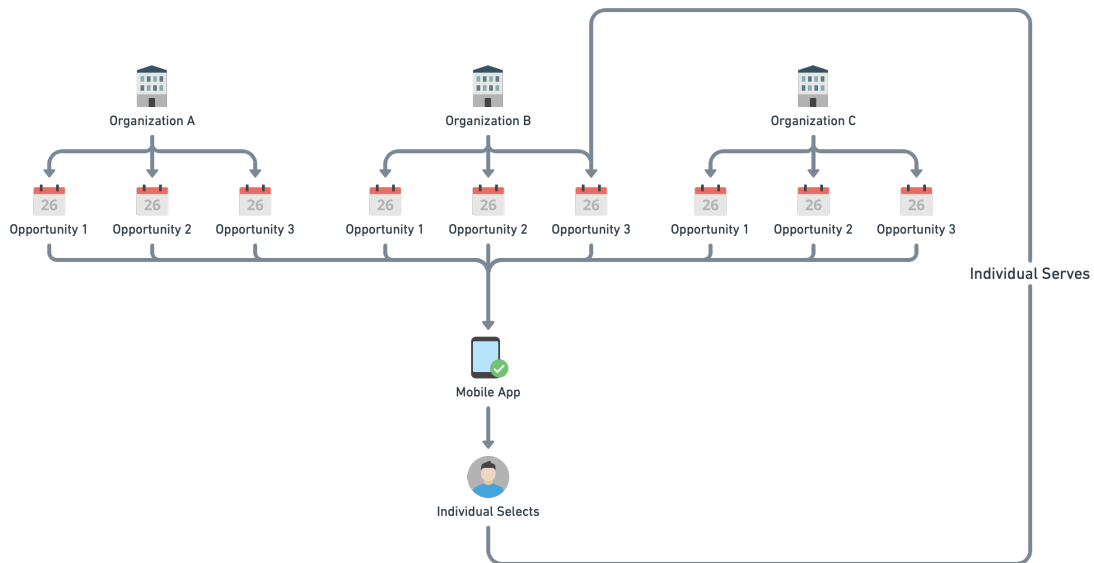
Find an Opportunity	<ul style="list-style-type: none"> • Recommended opportunities (based on your profile) • Search tools to refine selections • Search by organization, global region, healthcare need, etc.
View an Opportunity	<ul style="list-style-type: none"> • View details and images for each opportunity • Sign up directly in app for serving
Manage Profile	<ul style="list-style-type: none"> • Manage your contact information and preferences
Guidance	<ul style="list-style-type: none"> • Opportunity matching (based on your profile) • Notifications (matches and new opportunities)



How the Mobile App/Tech Works

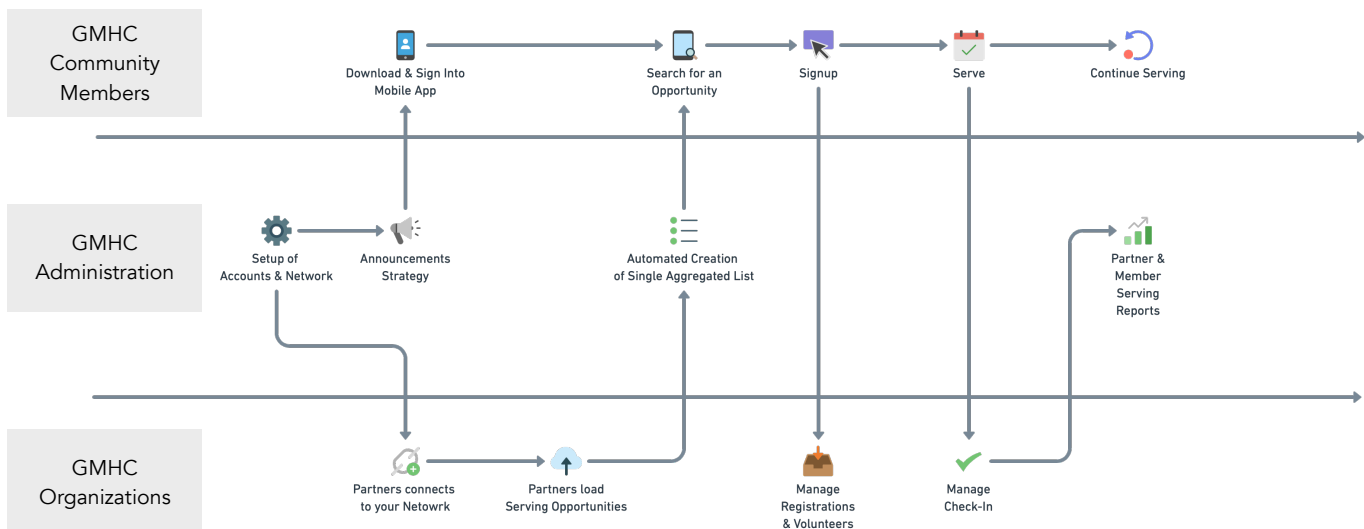
ALL ORGANIZATION OPPORTUNITIES CENTRALIZED IN ONE PLACE

All GMHC organization opportunities will automatically flow into one centralized user-friendly mobile app.



PROCESS FLOW: PRACTITIONERS/ORGANIZATIONS/GMHC

Detailed flow for end-users, GMHC organizations, and GMHC management.



Two Types of Short Term

Thankfully, there are many ways to engage in healthcare missions. Truth is... short term is just one of those many ways. But even within short term there are nuances and differences in how people serve.

We are focused on two types of short term trips in this strategy and facilitation through the mobile app - traditional and open enrollment. Healthcare missions is unique in the needs of open enrollment opportunity where we find many mission hospitals willing to take a number of professional fields in as volunteers and then work the details out later for when and how.

Message to our organizations... load both types of opportunities that you might have for people to come and serve with you. The more exposure and opportunity people have to needs the greater the likelihood of them signing up and connecting with you.



TRADITIONAL TRIPS

A traditional short term trip is one where there is a set date range for a team to go and serve somewhere in the world. This is what we most commonly think of when we think short term trips.

These traditional short term trips can easily be added to the Medical Trips app and managed by directly by the organization.



OPEN ENROLLMENT

"INDIVIDUAL ROTATIONS"

Open enrollment is where there is a facility (like a global mission hospital) who is willing and open to taking individuals to come and serve with them at any given point in time.

Individuals would apply to serve and then make arrangements for the specific time range and other details.

"My Place in Short Term HCM" Virtual Event

OBJECTIVE & WIN

To host an event to inspire people to engage in short term missions.

Attendee WIN: Capture a clear picture on how they are needed and how to take a next step.

Organization WIN: Awareness for the needs in short term healthcare mission engagement.

Cost: Free to everyone

BASIC DESCRIPTION

The event will be 1-2 hours primarily focused on teaching and sharing stories - a combination of organization professionals and field practitioners. Theme throughout will focus on the infographic and how to use that resource.

SCHEDULE	
Introduction ~5 Minutes	<ul style="list-style-type: none">• Event kickoff• Setup the current crisis• Overview how the event will flow
Sessions ~ 45 Minutes	<ul style="list-style-type: none">• Various speakers• 3-4 hosts• 6-10 stories
Closing ~5 Minutes	<ul style="list-style-type: none">• Key next steps - 30-day journal• Mobile app sneak peak

FIND OUT MORE ABOUT THE EVENT:
[VISIT EVENT PAGE](#)

REGISTER AS AN ATTENDEE



Exhibitor Expo

OBJECTIVE & WIN

To host an event for healthcare professionals and organizations to connect people to serving opportunities.

Attendee WIN: Exposure to world of opportunities/connect with an organization/sign up to serve.

Organization WIN: Ability to share opportunities with wide audience and attract registrations.

Cost: Free for attendees / \$20 for exhibitors (GMHC 2021 exhibitors receive 100% discount code)

BASIC DESCRIPTION

The event will be a ~90 minute virtual event hosted on a weeknight - designed to primarily guide people into the virtual exhibit hall. The event will begin with a main program (short) to help set attendees up for success once the exhibit hall opens. Only organizations who host short term trip opportunities will be permitted to exhibit at this event.

SCHEDULE	
Introduction ~5-10 Minutes	<ul style="list-style-type: none">• Event kickoff• Explanation of virtual exhibit hall / how to get the most out of it• Tips of asking questions and how to engage well• Mobile App release
Exhibit Hall ~ 60-75 Minutes	<ul style="list-style-type: none">• Virtual exhibit hall opens• Personalized recommendations in the exhibit hall• Exhibitor live chat, Zoom links, contact sharing, etc.
NOTE	<ul style="list-style-type: none">• NO official closure to event (as people's discussions will largely dictate their completion)

FIND OUT MORE ABOUT THE EVENT:
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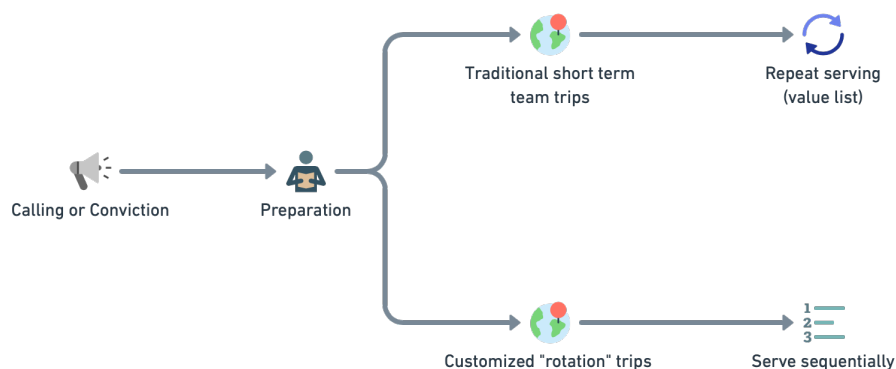
30 Day Journey eBook

OBJECTIVE & WIN

To create a 30-day journal resources to help people explore the journey into short term healthcare missions.

Professional/Student WIN: See a clear picture on how to take a next step in short term healthcare missions.

Organization WIN: To connect with people who ultimately sign up to serve.



INFOGRAPHIC DETAILS	
Design	<ul style="list-style-type: none"> Title: TBD 30 pages Design for college-age audience style with content for all age (potentially more targeted for seasoned professionals)
Working Content Elements	<ul style="list-style-type: none"> High level purpose for infographic (title/text) - "My Place in Healthcare Short Term Missions" Basic engagement diagram (main element) Notation of other ways to engage in HCM (feature block) QR/advertisement for mobile app (feature block) Seasons of your career grid (season, best way to engage, etc) (grid) 1/2/3 trip model - stay engaged with a single location (imbedded in model) Questions to ask an organization (list) Healthy vs. unhealthy short term missions (grid) Stories (4-5) Steps for signing up (list) How to find an opportunity (list) GMHC feature - QR code (feature block) Book recommendations (up to three) Stage of life recommendations (how to to at each stage of life) Breakdown each path more Main CTA - Sign up

Sign Up!!

23 SEPTEMBER VIRTUAL EVENT

REGISTER AS AN ATTENDEE

28 OCTOBER VIRTUAL EXHIBIT EXPO

REGISTER AS AN EXHIBITOR

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11-13 NOVEMBER GLOBAL MISSIONS HEALTH CONFERENCE

REGISTER AS AN EXHIBITOR

REGISTER AS AN ATTENDEE

