



Global Missions
Health Conference

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 post-Covid (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

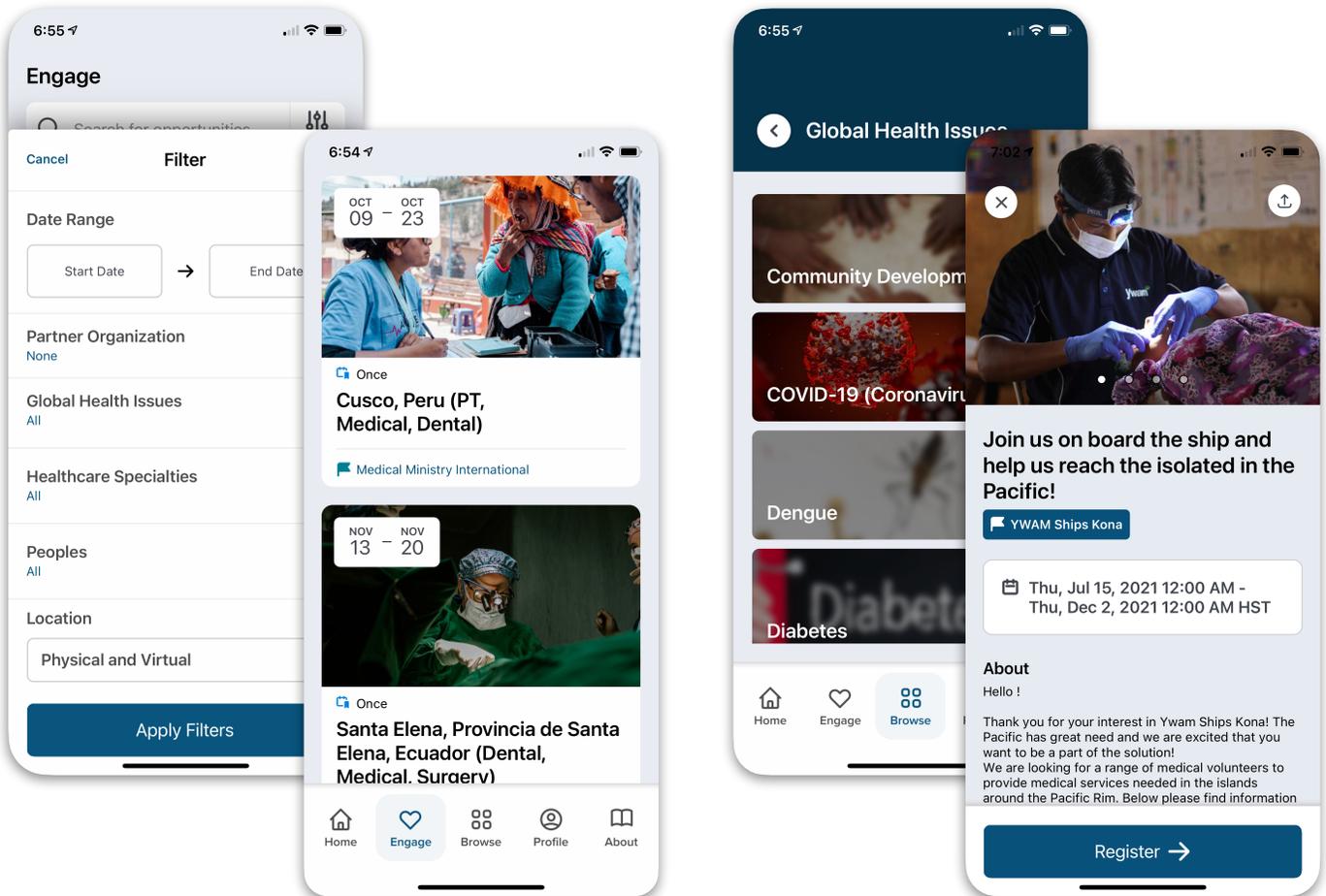
A collective effort of organizations and healthcare professionals stepping into short term roles to relieve and assist global field teams.

GMHC GO App

GMHC GO MOBILE APP

A dedicated mobile app is designed 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 related materials.... this app is exclusively for the promotion of short term medical trips.



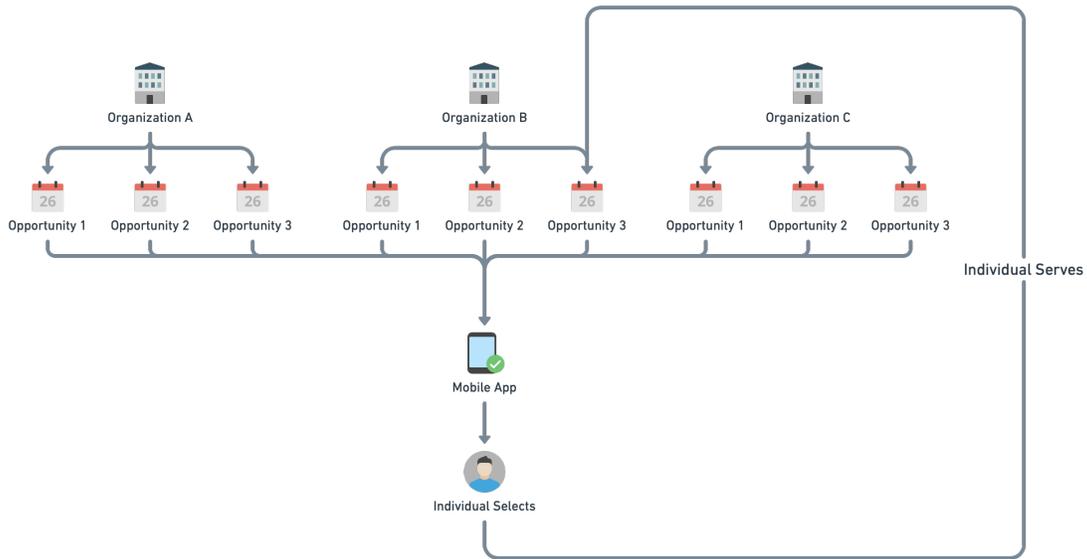
CORE FUNCTIONS

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

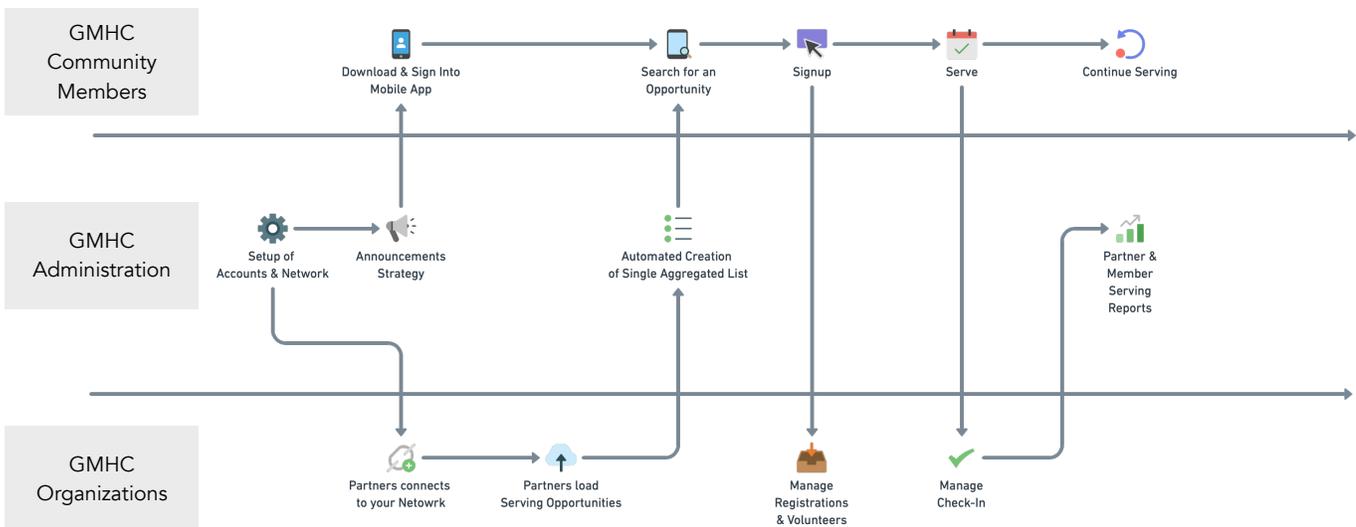
ALL ORGANIZATION OPPORTUNITIES CENTRALIZED IN ONE PLACE

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.

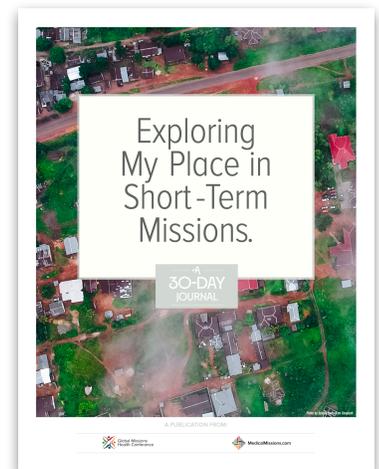
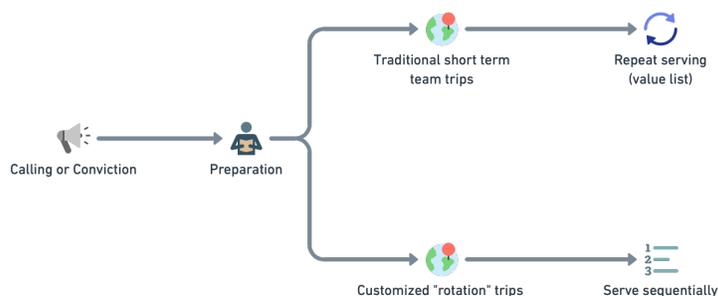
30 Day Journey eBook

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