







EMPLOYEES

- Internal communications ensure staff are well informed, engaged, and committed to hospital success
- External coverage of milestones, new procedures, and recognitions build a sense of pride and boost morale



PATIENTS

- They are more informed, intelligent, and eager for direct information today more than ever
- Messaging must speak to them on a personal level
- In turn, they can become your best PR agents



COMMUNITY

- Community support is vital to success
- Inform the community how your vision, values, and goals relate to their day-to-day needs
- Make the effort to build trust and earn your place in the community







RELATIONSHIPS

- Take the time to establish and maintain a meaningful connection with media contacts
- Make yourself available and show that you are reliable



NEWSWORTHINESS

- Educate and inform rather than just promote earning a higher placement rate
- Avoid complicated medical jargon and abbreviations
- Include a strong human component
- Answer Who? What? When? Why? And So what?



TRADITIONAL & NEW MEDIA

- Traditional media “pushes” news toward your audience
- New media “pulls” your audience to your site and stories
- Find balance and leverage both







PREPARE

- Assemble a crisis communication team
- Invest in media training
- Establish a foundation so you can “hit the ground running”



RESPOND

- Be timely and genuine
- Inform affected individuals, families, and the community openly
- Communicate frequent and regular updates
- Own the story, no matter the situation



RECOVER

- This is no time to lose touch with the community
- Take responsibility and be open about next steps
- Media coverage can exhaust staff, take time to boost morale
- Review procedures and performance to better prepare for next time







MISSION

- Tie your story and messaging to your mission
- Repeat yourself, repetition builds trust, comfort, and acceptance
- This is where reputations are forged



MESSENGERS

- Messages that resonate internally spread organically
- Leverage leadership to sell the message
- Use internal channels to reiterate your story as you want it told



DISTRACTIONS

- Don't try to tie your story to someone else's bandwagon
- Don't let someone else steer your conversation away from your story
- Even healthcare news and reports can interfere with core messaging







A word cloud graphic on a dark blue background with a subtle pattern. The words are arranged in a cross-like shape. The words include: METRICS, SET MEASURES (in red), EVALUATION, OBJECTIVES, RESULTS, ASSESS, GOALS, TRACKING, ANALYSIS, ADJUST, and REFINE.

SET MEASURES

- Set goals up front
- Outline how success will be determined



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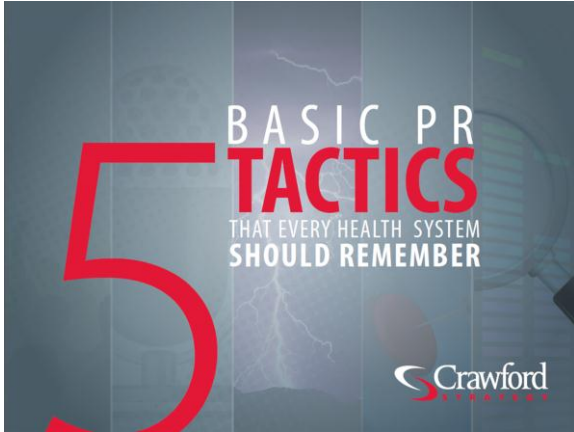
ASSESS

- Don't wait until the end of a campaign to start making evaluations
- Use quantifiable metrics in addition to soft targets

METRICS
 REFINE
 ADJUST
 ANALYSIS
 SET MEASURES
 EVALUATION
 OBJECTIVES
 RESULTS
 ASSESS
 GOALS
 TRACKING

ADJUST

- Tweak what's not working and make improvements where needed
- Fine-tune messaging to stay on track



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