

STRATEGIC COMMUNICATIONS IN HEALTHCARE

June 19 & 20, 2008, Toronto



participating organizations

St. Michael's Hospital
Lakeridge Health Network
Health Canada's First Nations and Inuit Health Branch
Rouge Valley Health System
Greyhead Associates
The Scarborough Hospital (TSH)

who should attend

VPs, Directors and Managers of Communications, PR, Marketing, Media Relations and Government Relations, from hospitals, institutes, regional health authorities and other healthcare organizations

course highlights

Learn how to improve communications so that patients are better informed
Find out how to incorporate accountability and transparency into communications
Discover how to make your internal communications measures fit your budget
Uncover which practices are best for reaching your employees
Examine how to integrate technology into healthcare communications



Course Leader
Bill Colvin,
Lakeridge
Health
Network



Course Leader
David
Davenport,
St. Michael's
Hospital



Mark Giberson,
Health
Canada's First
Nations and
Inuit Health
Branch



David Brazeau,
Rouge Valley
Health System



Yasmin Vali,
The
Scarborough
Hospital (TSH)



Dr. Gordon
Atherley,
Greyhead
Associates

FACULTY

COURSE LEADERS

BILL COLVIN

Bill Colvin is a strategic communications professional with over 25 years experience that spans the private, not-for-profit and government sectors. In his role as a consultant, he has provided strategic communication and public affairs advice to numerous health care organizations and associations in addition to health ministries at both the provincial and federal levels. He currently operates as the Chief Communication Officer for Lakeridge Health. In addition, he is the current Communication Chair of the GTA/905 Health Alliance.

DAVID DAVENPORT

David Davenport is the Manager of Media Relations at St. Michael's Hospital, where he creates and executes media strategies, reputation management matrixes, government relations and oversees the organizations issues/crisis management plans. His tenure at St. Michael's Hospital has seen the organization profiled in national and international media including a special edition of TIME Magazine and one of Report on Business's top ten media stories in 2005.

CO-LECTURERS

MARK GIBERSON

Mark Giberson has nearly 30 years of experience in organizational communications - in strategic planning, media and community relations, internal and external communications, publication management, corporate communications and speech writing. He has designed communication programs for The Conference Board of Canada, the Natural Sciences and Engineering Research Council of Canada and the Organization of East Caribbean States.

DAVID BRAZEAU

David Brazeau is the Director of Public Affairs and Community Relations for the Rouge Valley Health System, two hospitals in east Toronto and in Ajax with 3,000 staff members and more than 500 physicians. He has been in public relations for more than 10 years in both corporate and public sectors. He is responsible for the strategic direction, planning and implementation of corporately aligned communications, media and government relations.

YASMIN VALI

Yasmin Vali is the Patient Care Director, Family Medicine and Community Services at The Scarborough Hospital (TSH). Whether its holding workshops for nurses on ethnically sensitive care, training volunteers as language interpreters or negotiating with the finance department to find payment plans for the uninsured, she ensures that all ethnic, social and linguistic groups have access to proper medical care at TSH.

DR. GORDON ATHERLEY

Dr. Gordon Atherley is a Principal at Greyheads Associate. He was the CEO of a federal crown corporation charged with a national mandate for information service in a politically sensitive area, workplace health and safety. He was responsible to a tripartite governing body and accountable to the Parliament of Canada for the trustworthiness of the information his corporation communicated to workers, governments and employers.

COURSE PROGRAM

DEVELOPING A COMMUNICATIONS STRATEGY

In the healthcare sector, an organization has a wide range of stakeholders, including doctors and other staff, patients, patient families, the community and the different levels of government. It is therefore essential to have a strategic communications plan so you can streamline your communication processes and focus your efforts. This discussion will outline how to create a successful communications strategy to reach all of your different stakeholder groups.

- How to start: winning strategies and common pitfalls in preparing a communications strategy
- Harnessing interactive communications tools
- The integrated approach: intranet, print, e-mail, video and face-to-face communications

PUBLIC RELATIONS FOR HEALTHCARE

Public relations in the healthcare industry involves developing a link to the community, ensuring a positive reputation with patients and the public at large and dealing with any crises or issues that may emerge. This session will outline proven public relations strategies geared specifically for the healthcare sector.

- Role of public relations in healthcare organizations
- Using public relations to develop and maintain a good corporate reputation
- Rebuilding a corporate reputation
- Media and government relations in healthcare

COMMUNICATING WITH DIFFERENT CULTURES AND GENERATIONS

In this day and age, it is common to have staff and patients from a wide range of backgrounds and cultures and that span several generations. Ensuring that instructions and other communications are clearly understood by all these groups can present a significant challenge. In the healthcare sector this issue is particularly important as a misunderstanding could have detrimental repercussions. This session will highlight best practices for communicating with a diverse staff and patient base.

- Using a range of communication channels
- Overcoming challenges associated with communicating with a diverse workforce
- Communication strategies for different generations

BOOMERS AND HEALTHCARE INFORMATION

With the baby boomer population reaching their sixties, it is expected that they will place a significant strain on healthcare sector in the near future. Understanding the specific traits and healthcare needs of this generation and developing communication strategies to reach them is a good first step to dealing with the potential influx on patients. This session will highlight practical strategies to providing effective healthcare and useful healthcare information to the baby boomer generation.

- Characteristics of baby boomers
- Understanding how baby boomers make healthcare decisions
- Communication with the baby boomer generation

BUILDING PUBLIC CONFIDENCE IN HEALTHCARE THROUGH COMMUNICATIONS

Beyond improving the health of the patients, another important aspect of an organization in the healthcare industry is providing a positive patient experience. Communications plays an important role in improving patient satisfaction, however, in the face of increasing wait times, doctor short-ages and budget constraints, this can be a formidable task. Effective communications with patients is an integral part of improving the patient experience. This can be as simple as improving signage or ensuring that information is readily available. This session will highlight best practices for enhancing patient satisfaction through communications.

- How to conduct a patient experience survey
- Improving communications so that patients are better informed
- Ensuring policies are readily available and understood by public

EVALUATING THE EFFECTIVENESS OF COMMUNICATIONS

Measuring the value of your communications program can be a daunting challenge. It is well understood that communication brings added value to the organization, but how do you measure that in a way that makes sense to senior management? This discussion details how to design programs and customize measurement tools to fit your specific needs.

- Designing a customized measurement system that is specific to your organization
- Identifying which methods, techniques and tools are most appropriate for your measurement objectives
- Overcoming common barriers to effective organization-wide measurement

CRISIS COMMUNICATIONS

Nothing can be more difficult than communicating in a time of crisis. It is crucial to take charge of a crisis situation and avoid common internal and external communication pitfalls, before and after, as well as during an emergency or disaster. This discussion will overview how communications practitioners can develop and implement a communications strategy that meets the needs of everyone affected during a crisis.

- Knowing which forms of media work best for specific emergencies and disasters
- Internal crisis communication strategies
- Determining and addressing stakeholders, their needs and expectations

HEALTHCARE BRANDING

Branding involves much more than just updating the logo of your organization. Developing a corporate branding strategy can be a time and labour intensive exercise that involves many aspects, such as identifying your target market, determining the brand promise and ensuring that the branding strategy is aligned with the facility's mission and goals. In the healthcare sector, branding can help improve reputation and inspire confidence. This session will examine how to develop and implement an effective branding strategy for your institution or organization.

- Defining your corporate brand
- Ensuring the corporate brand is in line with the organization's goals and values
- The difference between corporate brand and corporate reputation

DEVELOPMENTS IN TELE-HEALTH OR TELE-MEDICINE

Tele-health allows patients living in remote areas of the country to have access to medical care in a timely manner. Through the use of video conferencing and other technology such as digital stethoscope, patients are able to get access to and communicate directly with specialists that they would not normally have access to. This session will overview the latest developments in tele-health and will outline strategies on how to communicate remotely with patients.

- Technical requirements for tele-health
- Tele-health in Ontario
- Barriers to success
- Differences between communicating with patients virtually and in-person

WHAT DO YOUR EMPLOYEES KNOW ABOUT YOUR CLIENTS?

Doctors, nurses and other front-line professionals are at the heart of most healthcare organizations. But policy and program experts, financial managers, administrators and support staff? they too have important roles to play in any healthcare delivery system. Do these office workers have the same sort of emotional commitment to your clients as their frontline colleagues? What can you do to help administrative and support staff understand your clients better; make the connection between their work in the office and the people who are receiving care?

- Learn about innovative strategies that can help administrative and support staff gain a better understanding and appreciation of your clients
- Discover the good things that can happen when you appeal to your employees' hearts as well as their minds
- Bring your clients' stories to organizational employees in ways that touch them, move them, motivate them

LATENT RISK ASSOCIATED WITH INFORMATION TECHNOLOGY IN THE HEALTHCARE SECTOR

Electronic records and other information technology solutions are becoming commonplace in the healthcare industry, but they are not without risks such as fraud and identity theft. It is therefore necessary for hospitals, other healthcare facilities and research organizations to develop sound communications strategies that take into account the latent risk enabled by the use of IT. This session will highlight best practices for incorporating accountability and transparency into communications pertaining to latent risk in the healthcare sector.

- Healthcare information technology sources of risk
- Communication challenges associated with electronic health records
- Preventing fraud and identity theft
- Technology for the healthcare industry
- Requirements for communication strategies to reduce latent risk

MULTIMEDIA PRESENTATIONS

Register for the Strategic Communications in Healthcare course and receive the following presentations on CD-ROM. These presentations taken from recent Federated Press courses are presented in their entirety with complete audio and accompanying PowerPoint Slides, representing 454 minutes of expert learning.

Developing and Implementing Effective Communications During an Emergency

Deborah E. Trouten, President,
Dakota Communications Inc.
Time: 58 Slides: 27

Health Governance Models

Dr. Allen Backman, Associate Professor of Management & Marketing,
University of Saskatchewan
Time: 56 Slides: n/a

Crisis Communication Readiness and Response Development

Stephanie Baxter, Senior Manager, Corporate Communications,
Coca-Cola Ltd.
Time: 41 Slides: 30

Empowering Clinical Process: Improving Primary Care through Shared Care

Kathryn Storey,
Mental Health Centre Penetanguishene
Time: 37 Slides: 12

Evolving Role of Academic Primary Care Physicians

Joseph Mapa, President,
Mount Sinai Hospital
Time: 32 Slides: 9

Effective Communication as a Tool for Modifying Attitudes and Behaviours

Ed Roszczka, President and Founder,
Punch Integrated Communications Inc.
Time: 34 Slides: 23

Potential of e-Health to Support Primary Healthcare Renewal

Giovanni Vatri, Management Consultant,
Deloitte & Touche LLP
Time: 56 Slides: 26

Enhancing the Role of Family Physicians: Family Health Teams

Dr. Donald Harterre, Head, Family Medicine,
Office of Primary Care, Peterborough Community Family Health Team
Time: 47 Slides: n/a

Enhancing Collaboration Between Primary Health Care and Public Health

Dr. Elinor E. Wilson, CEO,
Canadian Public Health Association (CPHA)
Time: 48 Slides: 26

Building and Implementing an Overarching Strategic Internal Communications Plan

Brigette Kocijancic, Senior Manager, Communications - Communications, Metrics and Effectiveness,
Scotiabank
Time: 50 Slides: 13

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

Cost: The attendance fee for the course is \$895 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to June 6, 2008. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to June 12, 2008

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TO REGISTER FOR STRATEGIC COMMUNICATIONS IN HEALTHCARE

Name _____
 Title _____ Department _____
 Approving Manager Name _____
 Approving Manager Title _____
 Organization _____
 Address _____
 City _____ Province _____ Postal Code _____
 Telephone _____ Fax _____ e-mail _____
 Please bill my credit card: AMEX VISA Mastercard
 # _____ Expiration date: ____ / ____
 Signature : _____
 Payment enclosed: Please invoice. PO Number: _____

WHEN CALLING, PLEASE MENTION PRIORITY CODE:

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REGISTRATION COSTS

NUMBER OF PARTICIPANTS:

COURSE: \$895

COURSE + PROCEEDINGS CD-ROM:
\$895 + \$125 = \$ 1020

PROCEEDINGS CD-ROM: \$399

NOTE: Please add 6% GST to all prices.

Proceedings CD-ROM will be available 60 days after the course takes place

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For additional delegates please duplicate this form and follow the normal registration process