

# COMMUNICATION & ENGAGEMENT

## YEAR IN REVIEW

April 2020 - March 2021



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## COMMUNICATION & ENGAGEMENT AT RVH

Decisions made in healthcare have far-reaching effects. What may seem like a minor change or disruption can cause significant ripples throughout the communities served, and within the health centre itself.

Yet, never in modern history has there been so much change and evolving information as in the past year of the COVID-19 pandemic. During this fast-moving and uncertain time, people were hungry for frequent, effective, timely, accurate communication to help them feel safe and prepared.

Royal Victoria Regional Health Centre's (RVH) Corporate Communications team worked with partners throughout the health centre to ensure TEAM RVH and the region had access to the latest information about COVID-19 and its impacts. Information, particularly early in the pandemic, changed daily requiring a constant output of evolving communication.

Employees and physicians needed immediate access to information to feel safe and cared for. The region looked to RVH as "the source of truth" and accurate, up-to-date information was vital, whether about the health centre's COVID-19 response, symptoms, safety measures, testing, visitor restrictions, surgical pauses or the vaccine rollout.

Through frequent, innovative communication and engagement, RVH encouraged and reassured its employees and physicians. By proactively communicating with our region, we instilled confidence during an extremely challenging and frightening time, building on the trust RVH had already established.

RVH carefully monitors and measures its communication and engagement efforts to ensure its strategy is effective. This 2020-21 annual report summarizes the tools and tactics used to inform, educate and inspire stakeholders across the region.

## CORPORATE COMMUNICATIONS TEAM

- Suzanne Legue, Vice President Strategy, Communications and Stakeholder Relations
- Jane Cocking, Manager
- Donna Danyluk, Communications Representative
- Denise Philpott, Digital & Design Lead
- Kaylee MacMillan, Communications Representative
- Joe Miller, Digital & Design Coordinator
- Athena Vethanayagam, Coordinator, Corporate Communications
- Jessica Dolan, Communications Specialist, CARE4 – Regional Partnership
- Lisa Cooper, Communications Coordinator, CARE4 – Regional Partnership

# INTRODUCTION

The following report includes a summary of the communication initiatives and products created over the past year and media rating metrics RVH has used to demonstrate the impact of its external communication. Also included in this report is a summary of digital engagement and how RVH's social media reach continues to grow.

Much of this past year's communication initiatives were focused on COVID-19 ensuring TEAM RVH, its community, and partners were kept up-to-date. From communicating changing visitor policies to daily internal updates, RVH's commitment to providing safe, quality care, was demonstrated especially during the pandemic.

## COMMUNICATIONS STRATEGY

Corporate Communications focused on seven key areas. Within each area there are multiple stakeholders with unique needs.

 <b>Informing TEAM RVH</b>	Ensure TEAM RVH has access to up-to-date information in order to feel safe and cared for.
 <b>Informing our community / region</b>	Provide the community with relevant information about the health centre and their healthcare.
 <b>Media Relations</b>	Engage with media partners for accurate dissemination of information.
 <b>Engagement</b>	Solicit stakeholder feedback to successfully launch initiatives.
 <b>Community collaboration with our partners</b>	Engage with partners - including those outside healthcare - to ensure a coordinated system of care.
 <b>Government Relations</b>	Engage elected officials at all levels of government to inform and advocate.
 <b>CARE4 (MEDITECH EXPANSE)</b>	Ensure a safe, successful launch of the transformational Health Information System project by informing and educating all four hospital partners.

## OUR STAKEHOLDERS

- Employees
- Credentialed staff
- Volunteers & Auxiliary
- Patients & families
- Donors
- General public
- Board of Directors
- Health partners & coalitions
- Emergency services
- Media partners
- Government officials
- Academic and community partners





**safe**



# COVID-19 Pandemic Communications

RVH places a very high priority on communicating frequently and transparently with TEAM RVH and key stakeholders. This mandate became critical during the COVID-19 pandemic. Constant communication was necessary due to rapidly changing information which was vital to the safety of TEAM RVH and the patients in their care.

Corporate Communications played a key role in providing clear, concise and timely communication regarding the pandemic to not only TEAM RVH, but also the media, the community, our healthcare partners and government officials. Ensuring each audience received this valuable information in a form that was most accessible to them required the team to think ‘outside the box’ and create different approaches for each.

This was achieved through very detailed and frequent updates using all communication avenues available from traditional press releases and media interviews; to videos and posts on our social media channels; to Microsoft Teams for a virtual Community Town Hall.

TEAM RVH was reached through multiple communication channels including COVID-19 updates from Janice Skot and Dr. Jeffrey Tyberg (CEO and Chief of Staff) known as the ‘J&J Memo’. These COVID updates, along with a robust SharePoint site, became TEAM RVH’s “one source of truth” throughout the pandemic and was distributed almost daily in the beginning of the pandemic and then weekly as the flow of new information stabilized.

In addition, Janice Skot hosted weekly, half-hour virtual Town Halls to address TEAM RVH’s issues and concerns. Corporate Communications was called upon to share information regarding very specific and complex service changes, such as the surgical ramp down and visiting restrictions, which required individual and comprehensive communication plans with multiple audiences.

Our patients and their families required individualized communications when it came to visitation, parking fees, food court restrictions and surgery and procedure cancellations.

Equally important was the flow of accurate information to the community, often through our media channels. To keep the community well-informed, Janice Skot was interviewed regularly by CTV News Barrie. Due to the evolving nature of the pandemic, directives and statistics, significant research was required to ensure accurate messaging for interviews. This was in addition to regular media requests, which often came daily, requiring an RVH spokesperson and briefing notes. ‘Messages to the Community’ were frequently published at key times through local media outlets. While our elected officials would be reached by all the above communications, they were also provided more frequent and extremely detailed briefings, virtual meetings and frequent key messages to ensure they communicated accurately with constituents.

And finally, nearing the end of the first wave it became very apparent that TEAM RVH was in need of mental health and wellness support. The Caring for YOU Committee was created with the prime focus on TEAM RVH’s resiliency. This initiative added another very important layer of communication with many resiliency plans that were executed by the Corporate Communications team.

# COVID-19 Pandemic Communications



## Informing TEAM RVH and informing our community / region

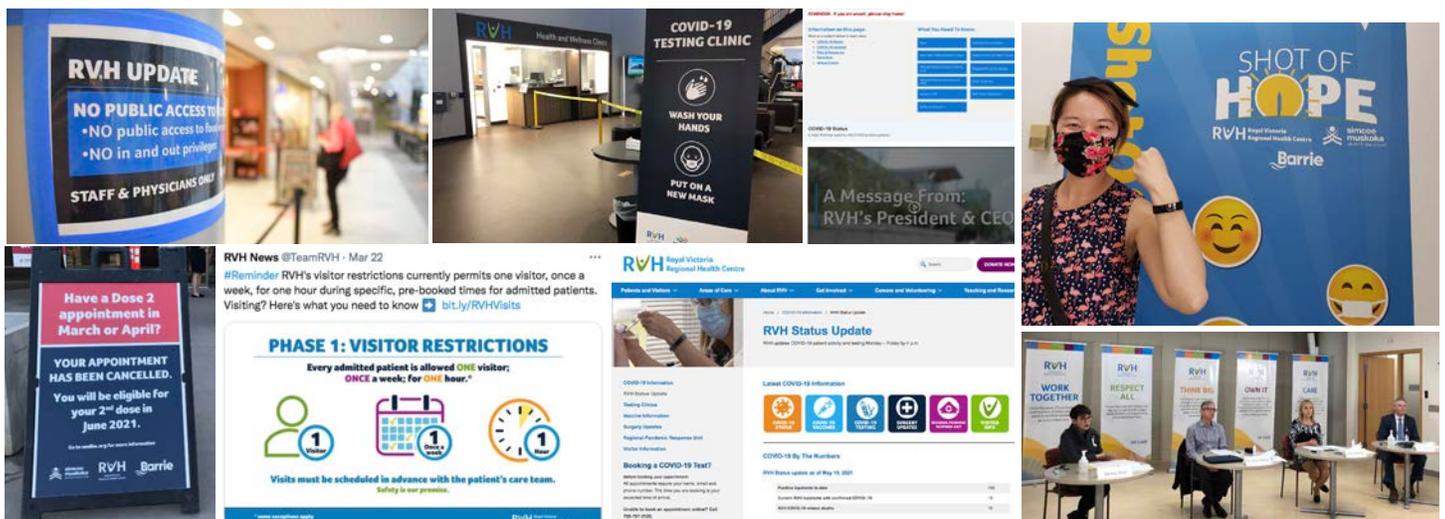
Clear and frequent communication has been vital to informing TEAM RVH and our community during this pandemic as information changed rapidly and often, especially in the early stages of the pandemic. The Corporate Communications team created countless products and developed numerous communication plans using multiple channels from print advertisements, to radio public service announcements, to signage and much more.

### Communication plans:

- Stop the Spread campaign – focus on COVID-19 safety practices within RVH videos, screensavers, signage on elevators etc.
- Patient communications – focus on visiting restrictions; food court closures via patient letters; bedside entertainment system notices; signage
- We're All in this Together campaign to encourage staff/physicians
- Surgical ramp-down plan – website, press releases, memos, patient letters
- Regional Pandemic Response Unit – (PRU) – extensive communication required both internally and then externally as construction of the 70-bed field hospital began
- #ShowRVHLove campaign - Engaged the community and recognized TEAM RVH's care, compassion and commitment during the pandemic

### COVID-19 branded products designed in-house:

- COVID-19 Updates from Janice Skot and Dr. Jeffrey Tyberg
- Media releases
- Interview coordination (messaging)
- Simcoe Manor communication products
- Newsletters
- Social media campaigns
- Virtual Town Halls
- Phone message scripts
- Locating scripts
- Patient tray letters
- Key messages and staff talking points
- COVID-19 FAQs
- Staff care package letter
- Radio PSAs
- COVID-19 website pages
- COVID-19 intranet site
- Safety education videos
- COVID-19 information video series
- Staff recognition videos
- TEAM RVH Together video series
- Front-line videos
- Visitor Restrictions signs
- Screening / Attestation signage
- Entrance access signage
- Mobile signage
- Screensavers
- Buzz Board signs
- Department / unit closure signs
- Pop-up banners
- Return to Work signage
- Assessment Centre signs
- Immunization Centre signs
- Patient bedside entertainment messaging



# COVID-19 Pandemic Communications

## Media Relations

The media was an invaluable partner as RVH used all channels available to quickly communicate ever-changing information from PPE supply to testing and immunization; surgery cancellations and visitor restrictions; to patient transfers from GTA and our field hospital. This meant a very proactive approach to media in order for our experts to be fully briefed prior to any media interaction. In addition to daily interviews for news stories, Corporate Communications also coordinated bi-weekly feature interviews with Janice Skot to enable a broader focus on RVH's pandemic response.

### Products produced:

- 24 news releases
- 26 CTV News Barrie, one-on-one interviews with Janice Skot
- 6 messages to the Community
- Thank you to community advertisement
- Community Public Service Announcements ran on all local radio stations free of charge
- News articles including pitched stories
- Virtual Community Town Hall aired on Rogers TV
- Coordinated Tim Hortons commercial 'thank you healthcare heroes'



## Community collaboration with our partners

RVH has always had strong relationships with community partners, but during the pandemic, these relationships became even more important. Early on, all partners recognized the need to have a unified voice and a unified message.

### Products produced:

- Simcoe Muskoka District Health Unit immunization clinic announcements
- Joint media releases and news conferences with Simcoe Muskoka District Health Unit
- Social media campaign promotion with the City of Barrie of COVID-19 testing and immunization clinics
- Community Town Hall with RVH, Barrie Police Service, Canadian Mental Health Association, City of Barrie, and the Simcoe Muskoka District Health Unit
- Simcoe Manor COVID-19 communications in collaboration with the County of Simcoe
- Communication planning with GTA Incident Management System
- Joint communication with Simcoe, Muskoka, GTA paramedic services and patient transport
- Supported long-term care homes with messaging and products, including IOOF and Roberta Place
- Communication collaboration with Collingwood General and Marine Hospital, Georgian Bay General Hospital, Muskoka Algonquin Health, Orillia Soldiers' Memorial Hospital, Waypoint Centre for Mental Health on visitor policy, absence scenarios, signage, surgical ramp-down and ramp-up
- RVH shared all communication products, without branding, for use by all hospitals in the region
- Participated in weekly Central Region Communication meetings, sharing all products

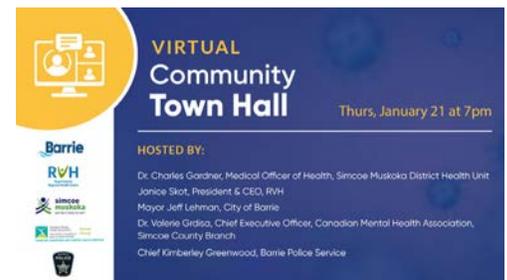
# COVID-19 Pandemic Communications

## Government Relations



RVH invests a lot of time and effort into advancing its government relations strategy. Elected officials, much like all other audiences, were seeking accurate and timely information. Recognizing the importance of engaging government stakeholders, a commitment was made to provide all levels of government with frequent communications and open forums.

- Virtual Community Town Halls with the City of Barrie, Simcoe Muskoka District Health Unit, Simcoe Country Mental Health Services and Barrie Police
- PRU elected officials tour and ribbon cutting event
- Monthly updates
- Funding and informational briefing notes
- Key messages and frequently asked questions
- Frequent virtual updates throughout the pandemic
- Ongoing updates to the Premier and Minister of Health offices



## Engagement

While the community rallied around healthcare workers early on in the pandemic, it was evident an ongoing resiliency strategy was needed to provide motivation and inspiration to the team.

### Initiatives:

- Creation of the Caring for YOU Committee – Janice Skot, RVH President and CEO, chairs the committee, with the sole purpose of staff resiliency. Corporate Communications is represented on the committee and led many resiliency initiatives
- Caring for YOU Moment video series – nine videos covering mental health issues related to the pandemic
- Website page devoted to TEAM RVH wellness – Caring for YOU page features link to mental health resources
- Caring for YOU Spaces – break rooms for staff, with motivational quotes and messages from the community, coffee and snacks – signage and upkeep of rooms by Corporate Communications
- The 22<sup>nd</sup> Power of Team focused on Respiratory Inpatient department (COVID-19 unit)
- Creation of Staff Recognition Wall – at both staff entrances, offering a chance for peer-to-peer words of thanks and encouragement
- Wellness survey to assess staff resiliency, RVH's pandemic response and inform communication/engagement strategy
- Community Wall of Thanks – walls were cleared of art work in the Simcoe and Georgian Entrances and replaced with pictures and messages of thanks from members of the community; the project was given the hashtag #SHOWRVHLOVE
- Corporate Communications facilitated the install of original art from the ART@RVH Committee to brighten a dreary hall turned into lunch space for staff
- Virtual TEAM RVH events – it was recognized TEAM RVH wanted some of the regular activities to continue even in a virtual capacity – Earth Day event; Christmas Cookie Recipe Swap; Elf on the Shelf Contest



## Caring for YOU

In our recent wellness survey, we asked 'How are you doing?' Here's what you told us

The survey received over **600 responses.**

33% Non-clinical Response Rate	54% Clinical Response Rate
4% Professional Staff Response Rate	7% Leaders Response Rate

**Top six responses telling us how you feel:**

- Exhausted
- Stressed and anxious
- Disconnected from family/friends
- Burnt out
- Not getting enough exercise
- Frustrated

**You told us you want:**

- More break spaces
- Positive encouragement
- Recognition from leaders
- Ways to connect with TEAM RVH when working from home
- Appropriate staffing and workloads

**We value your input.**

If you have an idea for the Caring for YOU Committee on how we can support TEAM RVH spirit please send it to [ideas@rvh.on.ca](mailto:ideas@rvh.on.ca). TOGETHER we will get through this.

**Top six things people are missing throughout the pandemic include:**

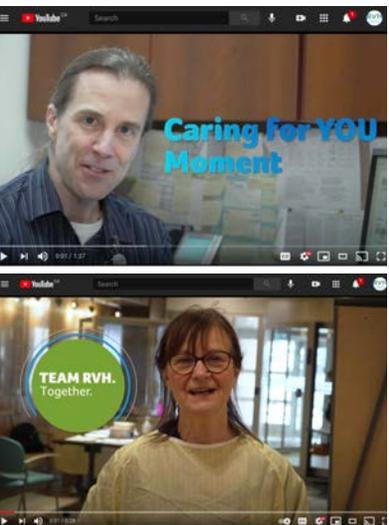
- Family gatherings
- Travel
- Dining out
- Events at work
- Gym/fitness
- Going to the movies

**Top six virtual events respondents would take advantage of include:**

- Recipe ideas for 'Restaurant at home'
- Movie/TV recommendations
- Running or other physical activity
- Book club
- Opportunities for TEAM RVH to give
- Virtual travelogue

Supporting your resilience  
Helping to ease stress and anxiety  
Doing our part to keep you well

**RVH**  
Royal Victoria Regional Health Centre





CODE STEMI communication plan included signage, education, social media and press releases.

# Communications Strategy

Although much of Corporate Communications' work was focused on the pandemic, other communication efforts continued over the past year.

## Informing TEAM RVH



RVH is committed to ensuring TEAM RVH receives the communication it needs, wants and in a way that is best for them, whether that is in person, through email, social media, signage or presentations. This is a very large, complex organization and multiple methods are required to ensure accurate communications occur.

### Initiatives:

- Doctor's Day
- TEAM RVH Appreciation Week
- Volunteer Appreciation Week
- Redesign of 'best wishes' service for e-greetings
- Annual Memorial Service
- Auxiliary fundraising
- Auxiliary business promotion
- Adopt-a-family
- RVH Student Awards
- National Nursing Week
- TEAM RVH service awards
- Logistics Attendants Day
- Recreation Therapists Month
- Physician Assistant Day
- International Accounting Day
- Registered Respiratory Therapists Week
- Medical Radiation Technologists Week
- Pharmacy Technician Day
- Medical Device Reprocessing Week
- Accreditation Week
- Butt Ballads
- International Women's Day
- Pink Pumpkins
- Earth Day
- Stroke awareness month
- Environmental Services Week
- Franco-Ontarian Day
- Take Your Kids To Work Day
- Angel Tree
- Elf on the Shelf
- RVH's Holiday Market
- Cookie Swap
- BBQ Cook Book
- Salvation Army Food Drive
- Orange Shirt Day
- Pink Shirt Day
- Red Shirt Day
- Pharmacy Week

# Communications Strategy



To ensure we are making the best decisions, preparing for impacts and informing stakeholders, RVH connects with our stakeholders regularly, particularly during times of change.

## Initiatives:

 <p><b>STRATEGIC PLAN REFRESH</b></p> <ul style="list-style-type: none"><li>• Refresh of strategic goals, actions and measures</li><li>• Robust engagement – internal, external, PFAC</li><li>• Layout and design of publication</li><li>• Communication roll out and promotion</li></ul>	 <p><b>WEBSITE DEVELOPMENT</b></p> <ul style="list-style-type: none"><li>• Engagement with internal and external stakeholders including PFAC and RVH volunteers</li><li>• Data migration</li><li>• Editor training</li><li>• User Testing</li><li>• Communication roll out and promotion</li></ul>	 <p><b>RVH MAPS APP (WAYFINDING)</b></p> <ul style="list-style-type: none"><li>• Engagement – internal, external, PFAC and RVH volunteers</li><li>• Alpha / Beta testing and refinement based on user feedback</li><li>• Communication plan and social media / media promotion</li></ul>	 <p><b>CARE4 (MEDITECH EXPANSE)</b></p> <ul style="list-style-type: none"><li>• Engagement and communication with staff, physicians and CARE4 team members, across four partner sites</li><li>• Development of website, app and three newsletters</li><li>• Frequent communication products and communication plan</li></ul>
 <p><b>RVH FOUNDATION</b></p> <ul style="list-style-type: none"><li>• Ongoing support including website migration; direct mail; logo and graphic design; video production, virtual event coordination; speech writing; news releases and photography</li></ul>	 <p><b>RVH AUXILIARY</b></p> <ul style="list-style-type: none"><li>• Ongoing support including promotion of Auxiliary 50/50 (internal and external); development of standalone Facebook account and design/ event promotion</li></ul>	 <p><b>PROGRAM AND SERVICE PROMOTION</b></p> <ul style="list-style-type: none"><li>• Stroke program</li><li>• Safety / skills fair</li><li>• Cancer awareness</li><li>• Laboratory Services</li><li>• CODE STEMI</li><li>• Rapid Access Addiction Medicine Clinic</li><li>• Birthing Unit and Obstetrics</li><li>• Surgery</li></ul>	 <p><b>PLAN OUR FUTURE (MASTER PLANNING)</b></p> <ul style="list-style-type: none"><li>• Ongoing communication support including website and social media</li><li>• Ongoing government relations strategy and support for government submissions</li></ul>

# Communications Strategy

## Media Relations

### Media coverage and analysis

Each year Corporate Communications does an audit to assess and measure the success of its efforts. This includes a thorough analysis of media coverage, communication products produced and digital reach.

#### Owned Media

Owned media is content that is distributed by RVH through its digital properties and accessed by various stakeholders. The RVH website had almost 1.2 million visits in 2020/21.



#### Earned Media

Earned media is the content pitched to traditional media outlets for distribution through print and digital channels.

From April 1, 2020 to March 31, 2021, RVH was featured in a minimum of 527 news stories (some radio stories, and those in small local newspapers may not be captured). This represents a 6 per cent increase in news stories from the 2019-20 fiscal year (499 stories). The vast majority of stories (99 per cent) were positive or neutral in tone.

#### Shared Media

Shared media is the content that is developed for social media and shared on social platforms.

This past year TEAM RVH continued to develop its social media presence on Twitter, Facebook, YouTube, Instagram, and LinkedIn. The majority of the RVH social media platforms grew by a healthy average of 26 per cent. Instagram however outperformed all other platforms with an outstanding 64 per cent growth rate. RVH's social media accounts continue to see steady growth and have now reached an audience of more than 24,000 followers combined, an 11 per cent increase over the previous fiscal year.

During the year we also shared 165 videos across our social platforms and generated almost 499,305 views.

RVH secured just over \$24,000 in cost-free advertising. This was from a series of radio Public Service Announcements on seven local stations with important COVID-19 information. RVH also worked closely with municipal partners on advertising to support the Community Town Hall and immunization roll out.



# Communications Strategy

## Engagement

Engagement with stakeholders on key initiatives remains a vital part of RVH’s communication strategy. Feedback from internal and external stakeholders, including Patient Family Advisory Councils, helps to validate the information being shared is relevant, comprehensive and accurate. This is done through one-on-one consultations, surveys, presentations and focus groups.

### Engagement initiatives:

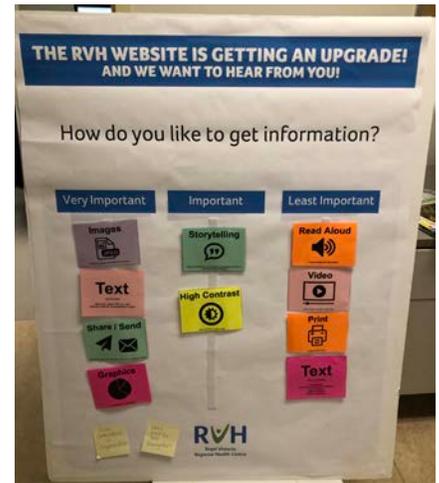
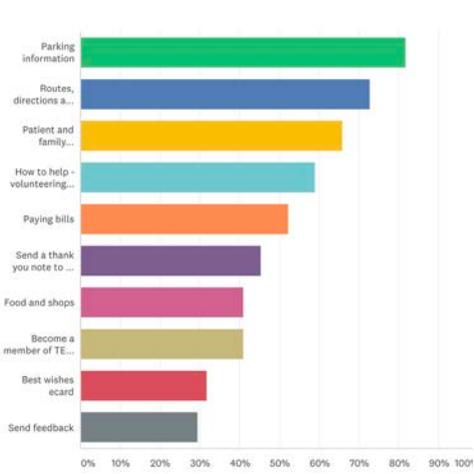
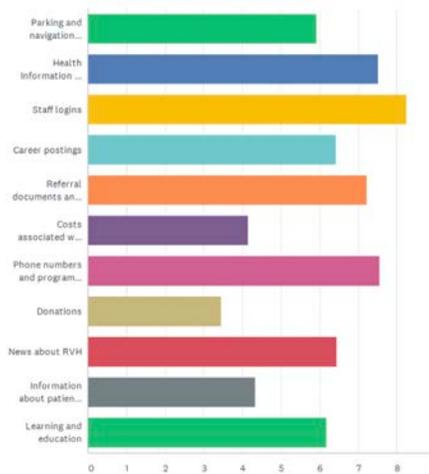
- Engaged more than 600 stakeholders on the refresh of RVH’s strategic plan
- Engaged more than 1,000 stakeholders on the development and design of new RVH website
- Engaged more than 400 stakeholders and beta testing of the RVH wayfinding app
- RVH Board of Directors Annual Awards of Excellence presented to TEAM RVH
- Development of CARE4 branding including the name of the project, the visual identity, mascot selection and naming

### Stakeholder engagement was key throughout website development to inform design and user experience:

**What type of information are you seeking when you visit the RVH website?**

**What ‘quick links’ would you like to see on the RVH homepage?**

**Discovery: Card sort activity**



### RVH Maps app user testing was used as an opportunity for staff, volunteer and RVH Patient Family and Advisory Council engagement with prize incentive:



# Communications Strategy

## Community collaboration with our partners

Collaborating and engaging with partners is a pillar of RVH’s communication strategy. These partners include hospitals and other healthcare and service providers - the Simcoe Muskoka District Health Unit, the City of Barrie, County of Simcoe, and Emergency Medical Services, to name just a few.

Engaging and working with these partners leads to cohesive communications and broad reach.



### Notable achievements:

- Communication planning for Barrie Ontario Family Health Team
- Announcement of Barrie Health Accord
- Promotion of roll out of CODE STEMI protocol across Simcoe Muskoka
- Simcoe County Hospital Alliance funding announcement
- Communication of 27 Alternate Level of Care of beds at IOOF
- Nationally-recognized ‘Power of Hope’ video series with Central East Stroke Network
- Family Medicine Teaching Unit – Department of Family and Community Medicine, University of Toronto resident announcements
- Trillium Gift of Life award announcements

## Government Relations



Ensuring elected officials at all levels of government are kept up-to-date is a top priority for RVH. Providing clear and concise information is an important element of RVH’s efforts to engage and build relations with our elected officials. Regular updates with strategic focus provides government officials with the tools they need to advocate on our behalf.

### Key communications:

- Annual Elected Officials update
- Virtual and teleconference updates
- Tour of Regional Pandemic Response Unit
- Community Town Halls and event participation
- Ongoing correspondence – media releases, briefing notes
- Operating Plan updates
- Regular updates to Health Minister and Premier’s office

# 2020 - '21 Annual Communications Audit

## SOCIAL MEDIA IMPRESSIONS

\$ 2,582,271

## WEBSITE VISITS

\$ 1,173,875

## COST-FREE ADVERTISING

\$ 24,000

527

News stories

99%

Positive or neutral news stories

51%

Increase in-house video production

## INTERNAL / EXTERNAL SUMMARY



42 News releases



12 Media advisories



131 COVID-19 Updates



38 Corporate letters



21 Town Halls



133 Presentations



32 Briefing Notes



60 Memos



53 Key Messages



39 Newsletters



26 Communication Plans



17 Frequently Asked Questions



15 Virtual Q & A's



6 Engagement Surveys



1 Corporate publication

## REGULAR COMMUNICATION PRODUCTS



Bi-weekly Newsletter

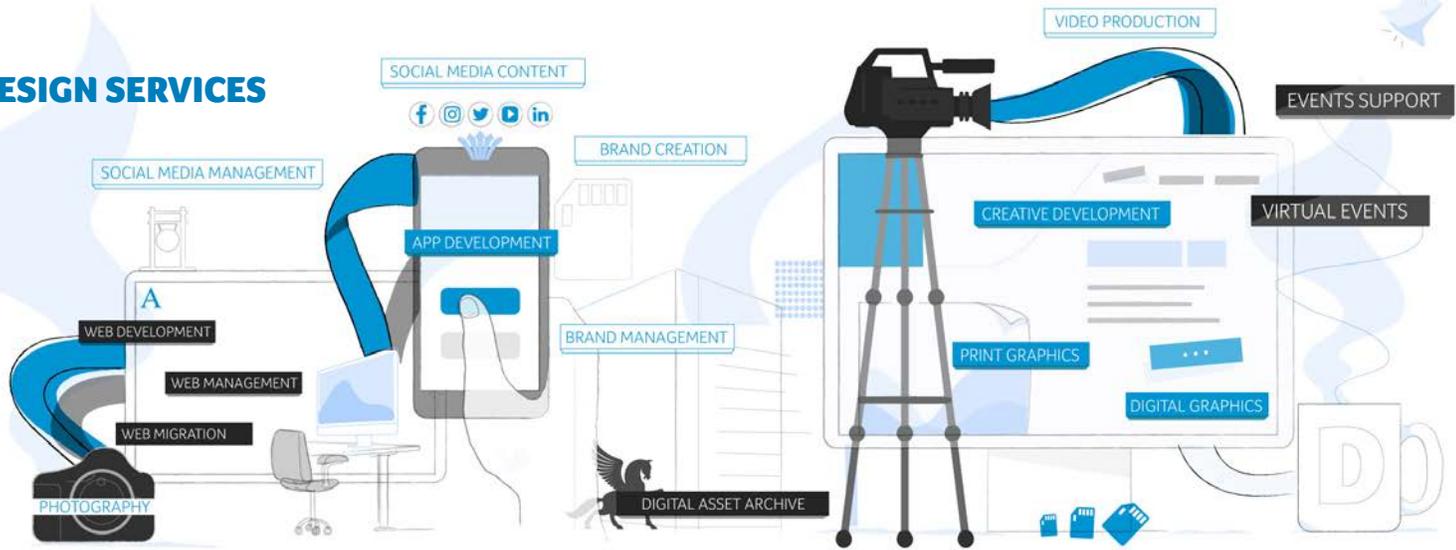


Monthly Virtual Town Hall



Annual Report to the community

**DESIGN SERVICES**



**MAIN SOCIAL MEDIA PROFILE PERFORMANCE**

 <p><b>YouTube</b> RVHBarrieON 7,442 (+0.3%)</p>	 <p><b>LinkedIn</b> Royal Victoria Regional Health Centre 7,949 (+18%)</p>	 <p><b>Twitter</b> @TEAMRVH 3,376 (+19%)</p>
 <p><b>Facebook</b> Team RVH page 3,602 (+27%)</p>	 <p><b>Instagram</b> @TEAMRVH 2,872 (+64%)</p>	<p><b>Total audience:</b> 24,044</p> <p><b>Net audience growth:</b> 3,251 (+17%)</p>

**BRANDED COMMUNICATION PRODUCT HIGHLIGHTS**

<p><b>1,960,365</b> Video impressions 499,305 click through video views</p>	<p><b>165</b> Video Projects</p>	<p><b>508</b> Designs &amp; Templates For Printed Signage</p>
<p><b>11</b> Supported Websites, Social Platforms &amp; Mobile Apps</p>	<p><b>12</b> COVID-19 awareness campaigns</p>	<p><b>48</b> Programs &amp; services supported with design</p>



CARE4 is one of the largest and most exciting projects in our collective history.

## SUMMARY

 **13** Memos

 **23** Key Messages

 **6** Communication Plans

 **100** Presentations

 **11** Virtual Q & A's

 **32** Newsletters

 **17** Frequently Asked Questions

# CARE4 (MEDITECH EXPANSE)

Four hospitals, Collingwood General and Marine Hospital (CGMH); Georgian Bay General Hospital (GBGH – Midland); Headwaters Health Care Centre (HHCC – Orangeville) and Royal Victoria Regional Health Centre (RVH – Barrie) have partnered to implement the latest version of shared Health Information System (HIS) platform, called MEDTITECH Expanse. This transformational project, which has been named CARE4, is designed to improve the quality of patient care and the delivery of that care throughout the partner hospitals.

This is not just an Information Technology upgrade. The CARE4 project is a clinical and administrative transformation that will enable our hospitals to:

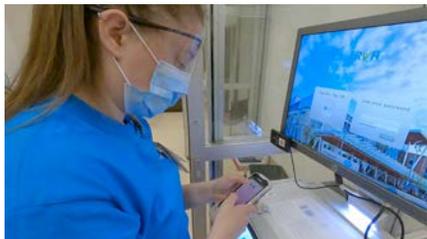
- Enhance quality and safety of patient care
- Streamline care coordination and transitions between the partner hospitals
- Improve health outcomes and the patient and family experience
- Streamline and standardize provider workflow and processes
- Improve access and coordination of information

It will positively impact several hundred clinical and operational workflows across the continuum of care, ultimately providing safer, high-quality care to the residents of the regions we serve. The successful implementation of the new system which will allow information to be shared instantly between hospital care teams, saving time for vital decision-making.

The communication and engagement requirements of a project of this scope are plentiful and key to the successful execution of this transformational project.

### CARE4 communication initiatives

- Development of a four-site communication plan
- Creation of visual identity, branding, engagement contests, signage and communication materials for all four sites
- Physician communication and engagement plan
- Establishment of a communication committee with representation from all four sites
- Development of a Patient Portal communication plan, with representation from all sites including members of the Patient and Family Advisory Councils
- Development of two project extension launch timeline communication plan
- Communication dashboard
- Corporate, physician and project team newsletters
- Update memos and press releases
- CARE4 team profiles
- Creation and updates to Frequently Asked Questions
- Support for training and change management projects and plans including videos
- Frequent CEO-led Town Halls
- Joint leadership update conferences
- Participation in 11 CARE4 committees and 4 working groups
- Design and editorial of four playbooks
- Creation of a standalone website and user app
- Coordination of all site events including joint kick-off event, device fair, demo days, CARE4 simulation lab and project team engagement



# Stay connected with TEAM RVH



Facebook  
**@TEAMRVH**



Twitter  
**@TEAMRVH**



YouTube  
**RVHBarrieON**



Instagram  
**@TEAMRVH**



LinkedIn  
**Royal Victoria Regional Health Centre**



Royal Victoria  
Regional Health Centre