

June 1, 2016

## RVH COMMUNICATIONS TEAM WINS AWARDS

Royal Victoria Regional Health Centre's (RVH) Corporate Communications team was recently recognized with three prestigious industry awards, including two Hermes Creative Awards, an international marketing and communication competition, as well as a bronze Award of Excellence from the Canadian Public Relations Society (CPRS).

"We are extremely proud of our dynamic Corporate Communications team," says Janice Skot, RVH president and CEO. "Through their important work, they keep our region informed and drive engagement of our team, ensuring we stay focused on our strategy to put patients and families first."

RVH was awarded a Platinum Hermes recognition for its "What if you had a heart attack?" series of advertorials. The stark and compelling series, a partnership with Metroland Media and its Good Life/Muskoka Life magazines, tells the stories of area heart attack patients and how they were impacted by not having an Advanced Cardiac Centre in the region. The team also won a Gold level Hermes award in the employee engagement category for its "Dear RVH" video, a poignant production that was narrated with comments from actual patient letters and launched during Team RVH Appreciation Days. The Hermes competition, which receives approximately 6000 entries from around the world, "honours outstanding achievement and service to the communication profession".

The annual CPRS National Awards of Excellence recognizes outstanding public relations programs and projects from across the country and is considered Canada's most prestigious communications awards. RVH was competing against major advertising and public relations agencies and was recognized for its submission "How to sustain and embed strategy: RVH's success story" in the Internal Communications category. RVH's strategy included its Values in Action recognition program, the Vickies annual film festival and Mission Possible engagement activity – all geared to embedding the health centre's **MY CARE** strategic plan.

"Decisions made in healthcare have far-reaching impacts, so it's important that RVH consistently informs stakeholders about the progress and changes happening at our health centre," says Suzanne Legue, RVH's vice president, Strategy, Communications and Stakeholder Relations. "But effective communication doesn't just inform and educate. It shapes culture, engages people and drives strategy which ultimately improves patient care."

The RVH Corporate Communication team includes Suzanne Legue, vice president, Strategy, Communications and Stakeholder Relations, Jane Cocking, manager, Corporate Communications, Donna Danyluk and Jennifer Moore, communication representatives, Denise Philpott, media services specialist and Kaylee MacMillan, communication coordinator.

In the past decade RVH has been recognized with 18 international and national communications awards, including these three latest achievements.

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For more information:

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About RVH:

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 850 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopaedics, intensive care, mental health and interventional radiology. RVH is focused on delivering high-quality, safe care that puts patients and their families first. For more information visit [www.rvh.on.ca](http://www.rvh.on.ca)

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