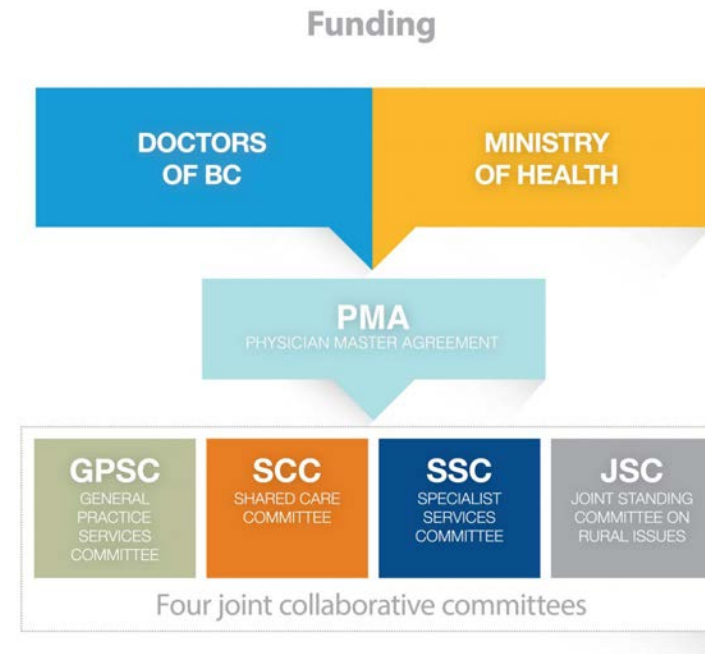




MSA COMMUNICATIONS WEBINAR

Provincial role and support

- Who are we? SSC/ FE
- Provincial Communications
- Site Support
 - Tools and templates
 - Prov. website channel
 - One-on-one counsel
 - Spread successes





Facility Engagement Resources

WELCOME to resources, information and tools that support physician societies and health authorities to carry out activities at facilities across BC. Facility Engagement is a provincial initiative of the Specialist Services Committee that aims to strengthen relationships and engagement between health authorities and facility-based physicians, to improve the shared work environment and the delivery of patient care. [Read more](#)

Want to get involved in the Facility Engagement Initiative?

Already involved and looking for tools and resources?

Engagement and Communications

Evaluation

FEMS - Facility Engagement Management System



[Request Resources](#)

Why communicate?

Communication is...

An exchange of thoughts, messages, information

Delivered, received and understood.



We use it to:

- Inform
- Create awareness & understanding
- Set expectations
- Share knowledge
- Inspire participation



And set the foundation for ENGAGEMENT

- Context for relationships
- Instills confidence and trust
- Creates lasting perceptions
- Influences behaviour

Who should organize your communications efforts?

- Project Manager? (Templates can help)
- Sub Committee?
- Consultant as needed (e.g. planning, writing, graphics)?

Q: How do you effectively communicate with physicians & stakeholders?



A: Start with a plan.



Goals: How will communications aim to support the MSA strategic goals?

(e.g. Inform to build understanding, share feedback to build relationships, amplify successes to increase support and participation.)

Objectives: What specific, measurable actions will you take to achieve those goals and for what outcomes?

(e.g. distribute 6 x newsletters/yr. that are opened by >50% of the intended audience by end of year, to ensure Medical staff are well-informed about engagement activities and opportunities.)

ACTION PLAN



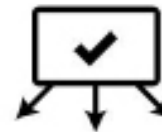
AUDIENCES
Who you need to inform and engage



MESSAGES & CONTENT
What you will say and share



TACTICS
How you will communicate and when

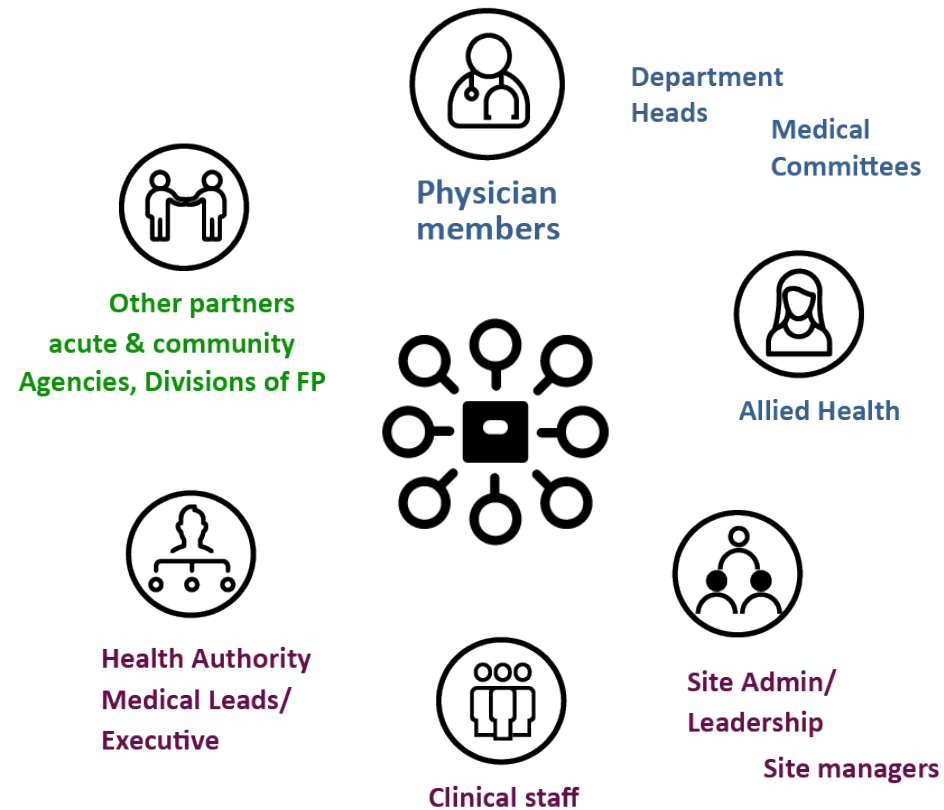


CHANNELS
Where you will share & distribute (one & two-way)

TIMELINE

AUDIENCES

Who do you need to inform and engage?



Key Messages

- The most important information your audience needs to know in your communications: Why, what, where, when, and how (your audience can act/participate)
- Simple, relevant to medical staff, aligned with MSA goals, and action-oriented.
- Concise, clear, and memorable in a few points.
- Repeated in all communications, and by MSA leaders for communications consistency and impact.
- **Key messages ideally start with the 'why'** – the physician value position at an emotional / personal level:

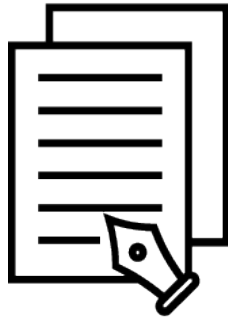
WHY should I take the time (to read, listen, participate)?

- e.g. solve problems so I can focus on practicing medicine, and doing a good job to care for my patients.

CONTENT

What will you say?

What needs to be written or prepared visually?



Key messages

Talking points

Newsletter articles

Success Stories

Progress updates

Powerpoint

Visual Data / infographics

Photographs / Graphics

Video

Web postings

TACTICS

How will you communicate?
What approaches and tools will you use?



Member events
Meetings
Presentations
Coffee chats

Surveys
E-blasts
Newsletters
Text reminders

Brochures
InfoSheets
Posters
Web Postings

Effective communication for busy doctors

- Face-to-face is best (+ e-mail, presentations, etc.)
- Relevant to their needs (patient care, work environment, satisfaction, health)
- Don't waste time; brief and impactful
- Communicate WHY? (should they should take time to engage)
- Set expectations: when, time commitment, what support, what will be different.
- Lots of lead time when asking to participate
- Genuine feedback opportunities
- Messenger is key: physician leads, peers = trust
- Use evidence, peer testimonials (quotes)

When writing:

Fewer words, clear,
plain language,
no jargon
+ scannable bullets



If you ask for input, ALWAYS communicate back what you heard and what you will do with their feedback.

Visual communication

Fast, effective way to communicate data, processes, relationships, impact

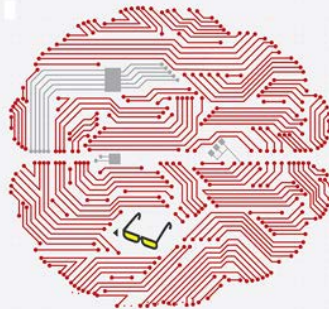
90% ▶

OF INFORMATION TRANSMITTED TO THE BRAIN IS **VISUAL**.

VISUALS ARE PROCESSED

60,000X

FASTER IN THE BRAIN THAN TEXT.



■ DATA: VISUAL ■ DATA: TEXT

SOURCE: FORRESTER CSO INSIGHTS 2012

Decision-making



74% of members want to have a more active role in health authority decisions that impact their patients and work environment.

Communication



58% of physicians indicate that more effective communication opportunities with colleagues and hospital administration will make their work easier.

Physician Health



Physicians indicate that the risk of burnout is a major concern over the next two years and want to work with the health authority to reduce the risk.

Member Priorities

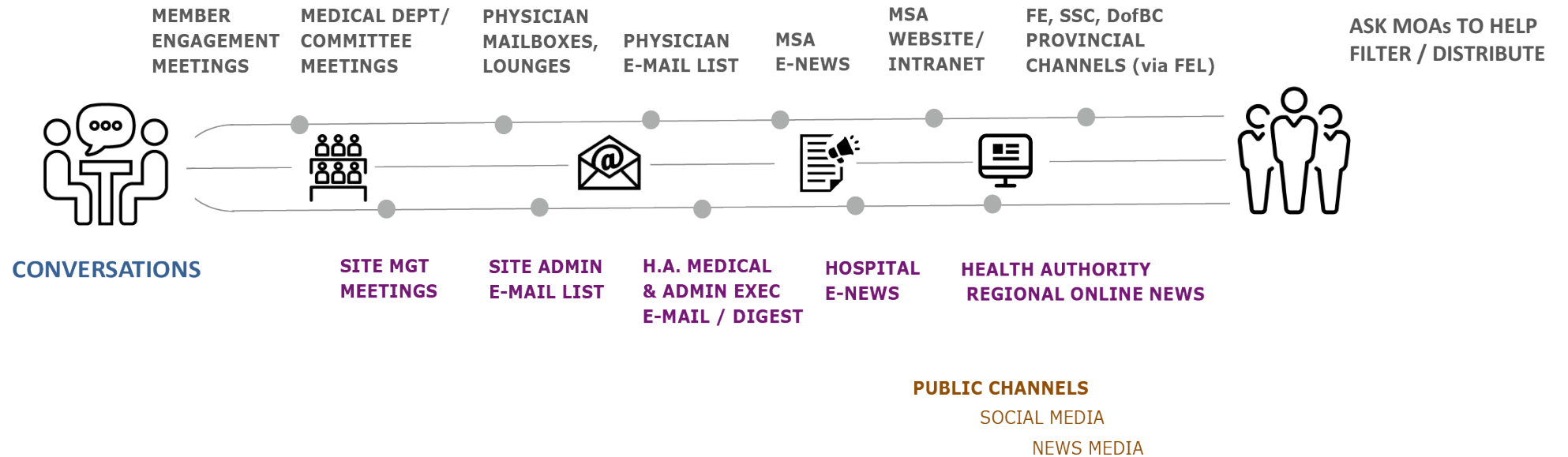


Feel they were listened to



DISTRIBUTION CHANNELS

Where will you share your messages and information?



E-mail distribution

Create a list: Get from MSA, site leadership, or build (sign-up at meetings)

Get Attention: Not all can/will read, but more inclined to open if:

- From a trusted source, descriptive subject line
- Short and relevant – scannable
- Few words, plain language, bullets
- Text or graphic embedded in the e-mail window
- Attachment or link to longer info



Delivery: Internal dist. systems (with extra printed copies),
Online subscription for newsletters.

- Campaign Monitor, Constant Contact
- **Track effectiveness** + event registration, surveys

TELL STORIES

to inspire further engagement,
build awareness and support

Effective to:

- Show the value of physician involvement in this work
- Gain interest, build credibility, additional participation
- Inspire ongoing support by partners!

Stories change the brain

Important cognitive events

- Activates **emotional brain** so we **remember, connect, care.**

How we make sense of the world

- Simplifies complex information into the core essence of understanding.



What is a story?

- **Experiences** ● **Examples** ● **Successes**
- **Problem, solution, impact**
 - **Problem:** what was the issue and how did it impede patient care, physicians' work and/or the hospital?
 - **Solution:** Who was involved and what happened?
 - **Impact:** what difference did it make (practical + human)
 - + **What changed** in engagement / relationships to make it a success?

Communications Planning Review

- Make a plan:map goals and objectives to MSA strategic goals
 - + action plan: audiences, tactics, content, distribution, timeline
Key messages + start with the WHY
- Keep audiences informed of progress on regular basis
(physicians + HA + partners)
- Use early adopter experiences to build and spread engagement
- Use visual communication for fast understanding
- Show value and impact through stories and across channels
- Use templates and tools

Share effective approaches with us/ other sites

Who can assist you?

Let us know how we can help!
Templates? Tools? Contacts? Counsel?

- Contact your Engagement Partner via engagement@doctorsofbc.ca