



Welcome!
Facility Engagement

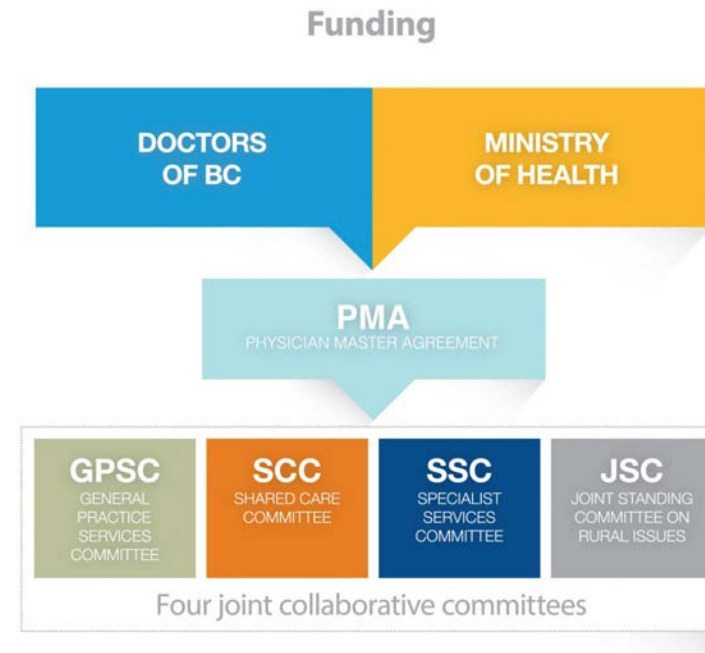
COMMUNICATIONS WEBINAR

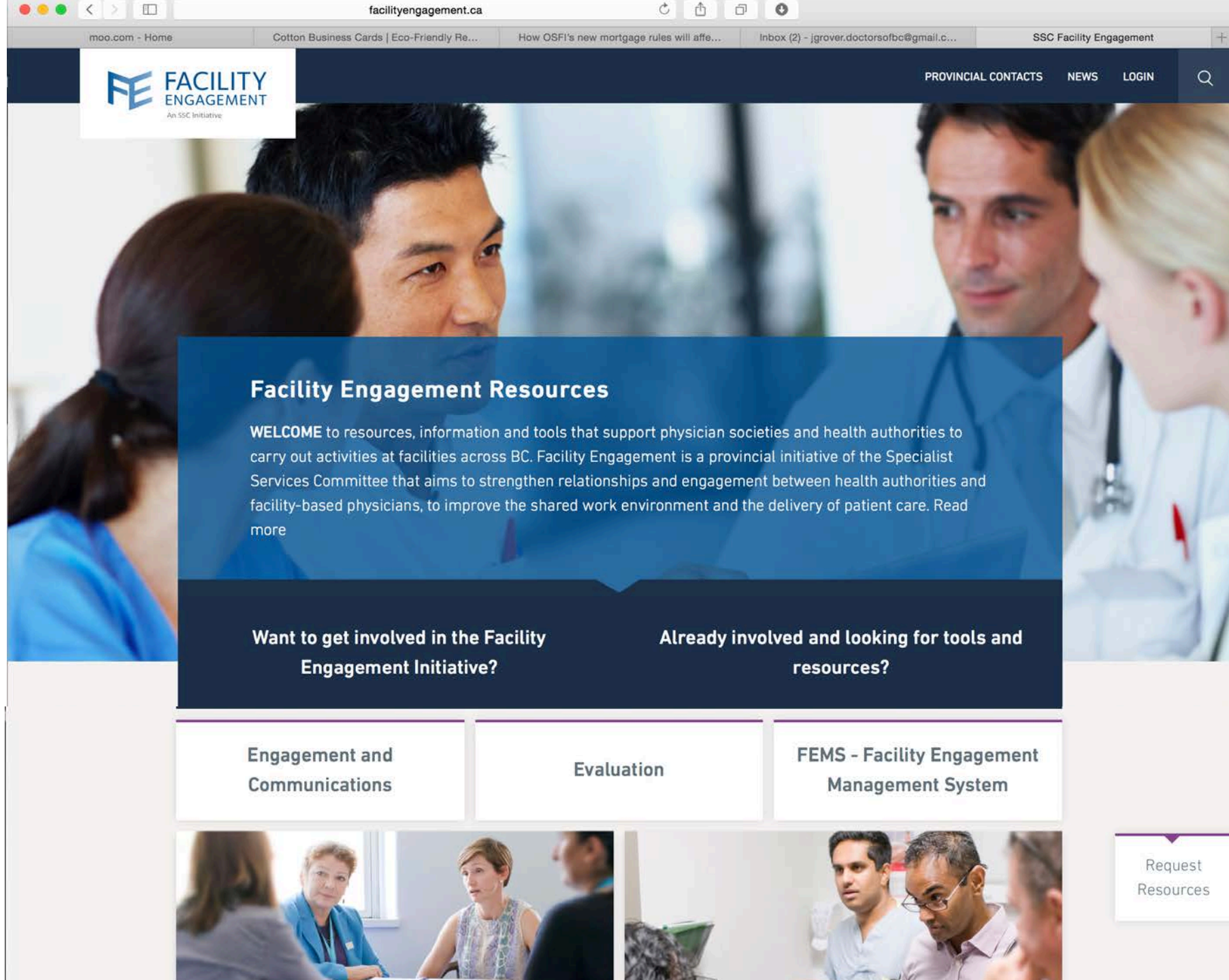
Welcome!

- Webinar overview
- Introductions
- What would you like to learn? Challenges?

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**

Customizable brochure template

HOW WILL IT WORK?

Date xx: Meeting with xxx Health to sign collaborative agreement to work together on Facility Engagement

Date xx: Funding approval from Specialist Services Committee

Date xx: MSA meeting open to all members to set out Facility Engagement priorities,

Date xx: Request for proposals: a process for physicians to put forward activities for funding

Date xx: Announcement and launch first round of projects

Date xx: Meeting with MSA members to review progress and future activities for funding

GET INVOLVED AND HAVE A SAY!

1. Attend Facility Engagement meeting on date xx to learn more.
2. Put forward your ideas so we can set priorities to improve the physician work environment and/or patient care.
3. Consider activities to propose for funding.
4. Help us stay in touch with updates by giving us your e-mail address. (no spam)
5. Contact us if you want to get involved or have ideas or questions at xxx.

Xxxemail@facilityengagement.ca

AN OPPORTUNITY AND VOICE FOR PHYSICIANS

**FE FACILITY
ENGAGEMENT**
An SSC Initiative

XXXX REGIONAL HOSPITAL

News

News & Events

- [President's Letter](#)
- ▼ [News](#)
- ▶ [Media Room](#)
- [Hot Health Topics](#)
- [Calendar](#)
- [Photo Gallery](#)
- [Videos](#)

Upcoming Events

Board of Directors Meeting

OCTOBER 27, 2017 •

Strengthening the voice of physicians through Facility Engagement

JUNE 9, 2017 • NEWS

 FACILITY ENGAGEMENT

The provincial Facility Engagement Initiative is in full swing. Introduced as part of the Physician Master Agreement, it aims to strengthen communication and relationships between hospital-based physicians and health authorities so they can solve problems, and improve patient care and the physician work environment. So how is it going?



Early emerging examples are demonstrating how physicians and health authorities are interacting through Facility Engagement to make sustainable improvements. At the Victoria General Hospital, a group of gastroenterologists identified a priority to schedule endoscopic (ERCP) procedures in a more efficient and effective way. In the past, there would have been significant roadblocks to this kind of change as it would

involve adjusting staffing practices, hospital room allocation and more.

The project's physician lead, Dr. Denis Petrunia, reported that Facility Engagement funding facilitated getting all of the physicians impacted by previous ERCP booking model to attend initial discussion and planning meetings. As a result, members of the administration became aware of the complex issues and were then motivated to support the changes recommended. The groups organized a series of meetings to discuss how to reorganize the ERCP scheduling. Changes in scheduling practices for weekday procedures have now been successfully implemented, and the group is in the process of evaluating the

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.

MSA STRATEGIC GOALS

COMMUNICATIONS GOALS AND PLAN



AUDIENCES

Who you need
to inform
and engage



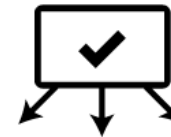
CONTENT

What you
will say &
what tools



TACTICS

How you
will do it
and when

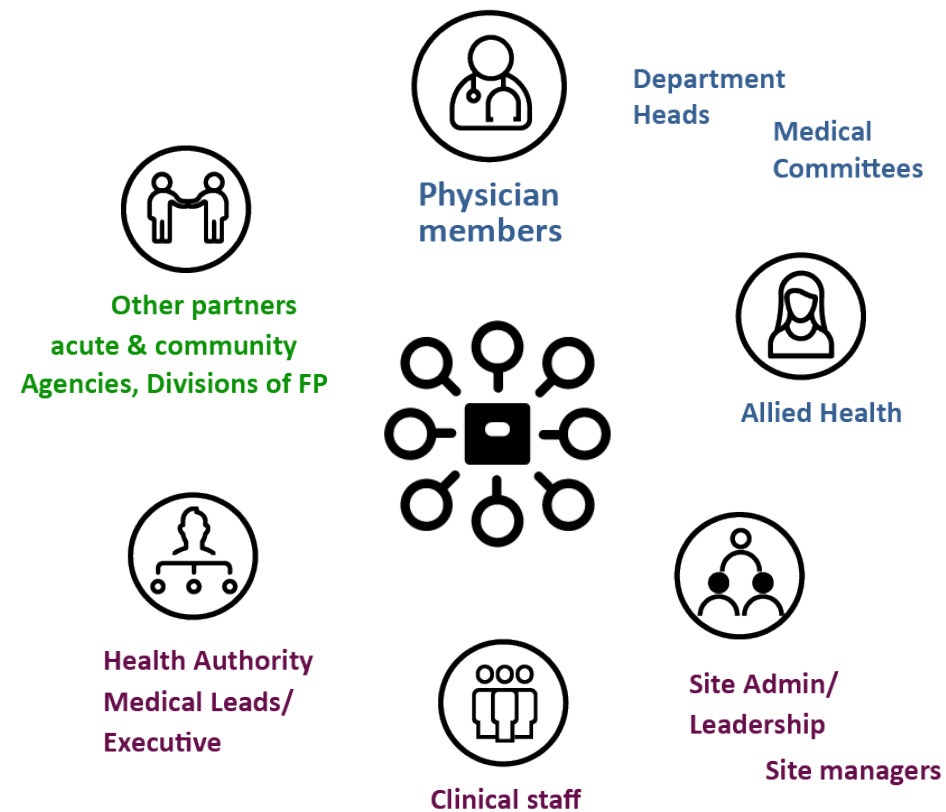


DISTRIBUTION CHANNELS

Where you
will say it
(one-way or two way)

AUDIENCES

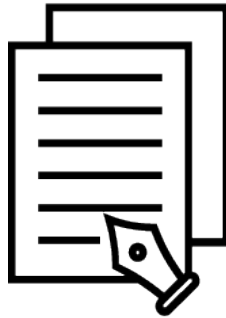
Who do you need to inform and engage?



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

REPURPOSE messages and content.

Sample letters, messages, articles, photos.

www.facilityengagement.ca

Why? (Value proposition)

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

- **Individual:** *So you can help us identify and solve problems that affect patient care and your work, and feel greater professional pride and satisfaction.*
- **Collective:** *So physicians can be involved in health authority decision-making, and truly influence how we care for patients and do our work.*

- Physician leads: Personalize, in your words. Model the WHY.”
- WHY do you believe this is worthwhile way to spend your time?

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

*Posters, brochures, powerpoint templates
available. www.facilityengagement.ca*

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



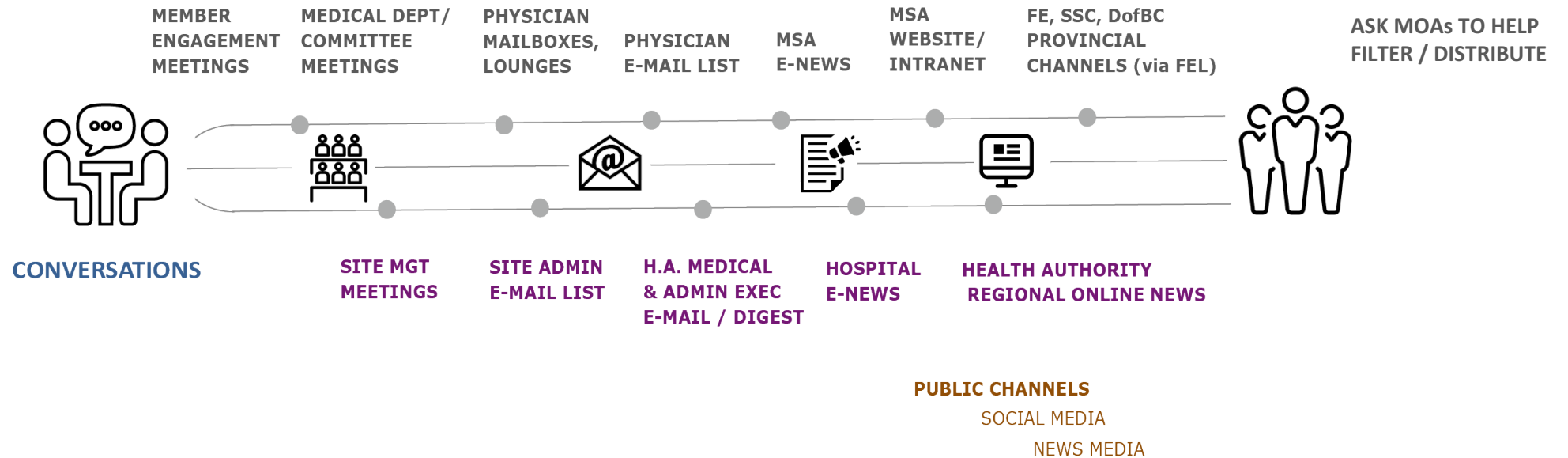
Branding: Wordmarks, logos



Vancouver Physician Staff Association

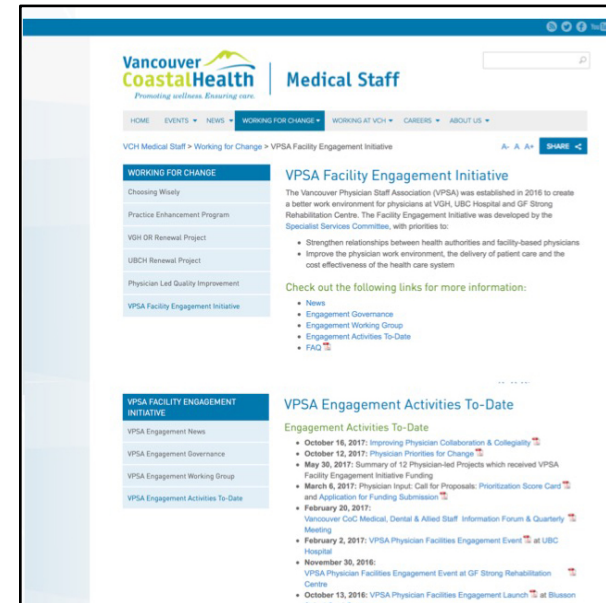
DISTRIBUTION CHANNELS

Where will you share your messages and information?



Health Authority MSA websites

- **Island Health**
<http://www.viha.ca/physicians/>
- **Fraser Health**
<http://medicalstaff.fraserhealth.ca/>
- **Vancouver Coastal Health**
<http://medicalstaff.vch.ca>
- **Interior Health**
<https://www.interiorhealth.ca/AboutUs/Physicians/Pages/default.aspx>
- **PHSA**
<http://www.phsa.ca/medical-staff/>
- **Providence Health**
<http://www.providencehealthcare.org/medical-staff>
- **Northern Health**
<https://physicians.northernhealth.ca/>



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

VJHPS NEWSLETTER ISSUE 7



VJHPS Newsletter
Autumn 2017

In this issue: Progress Report

Vernon Jubilee Hospital Physician Society

Facility Engagement Initiative

Report Card

A+ Rating

Since April 2016 the VJHPS working group has been supporting activities within 5 key areas:

1. **Physician Engagement**—directly improving communication among physicians; encouraging physician engagement and input with IH to positively influence the health authority decision making process.
2. **Operational Impact/Workplace Improvement**—implementing solutions to improve the workplace environment (e.g. patient care, ease of care and efficiency) at the physician, department and/or divisional level.

submit the activity for consideration, email: flasch2014@gmail.com.

Facility Engagement funds of **\$400,000** are available to VJH physicians.

Further information on the Facility Engagement Initiative can be found at: <http://www.facilityengagement.ca/updates#update-95>

Interested in learning how to do research?

VJHPS will be hosting a **Clinical Research Event**. Speakers include physicians with re-

Perinatology & Paediatrics Activity

Overview: A multidisciplinary team has been gathered to address systemic clinical and operational issues that affect physicians at Vernon Jubilee Hospital as they practice obstetrics, neonatology and paediatrics. The team consists of an obstetrician, paediatrician, maternity GP, midwife, patient care coordinator RN, and unit manager. Based on predetermined indicators and PSLs events, each flagged chart is reviewed for the patient's entire length of stay, with each team member bringing his/her expertise to the committee in order to enhance delivery of care at VJH. This collaborative forum is used as a platform to enhance relationships between

Fall Newsletter 2017

[View this email in your browser](#)

KELOWNA GENERAL HOSPITAL Physicians Society

Fall Newsletter
Sept 2017
Issue 3



Inside this issue...

1. [Message from Dr. Michael Humer, President, KGHPS Board of Directors](#)
2. [The Past 25 Years at KGH & the Next 25 years - A Conversation with Susan Brown, VP & COO, Interior Health](#)
3. [Physician Leadership Development Workshop](#)
4. [Newly Funded FE Projects & Initiatives](#)
5. [OGO Car Share](#)
6. [New Facility Engagement Liaison Physician](#)
7. [Balancing Work with Fun - the KGH Medical Staff Society](#)
8. [Fit Testing](#)

Facility Engagement Update



Facility Engagement Update, July 2017

Welcome! You are receiving this update from the provincial Facility Engagement team. It provides recent information, decisions and tools that support participants across BC. Please feel free to [pass this information](#) to others involved in the initiative. If you don't want to continue to receive these updates, you can [unsubscribe here](#).

Facility Engagement Across BC

As of June 2017, 44 hospitals across BC are now fully funded and involved in Facility Engagement. So how is it going?

Early examples are demonstrating how physicians and health authorities are interacting through Facility Engagement to make sustainable improvements. At the Victoria General Hospital, a group of gastroenterologists identified a priority to schedule endoscopic (ERCP) procedures in a more efficient and effective way. In the past, there would have been significant roadblocks to this kind of change as it would involve adjusting staffing practices, hospital room allocation and more... [read full story here >](#)


Kelowna Example (using Mailchimp):

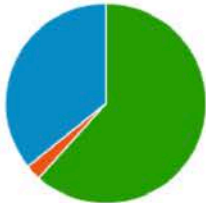
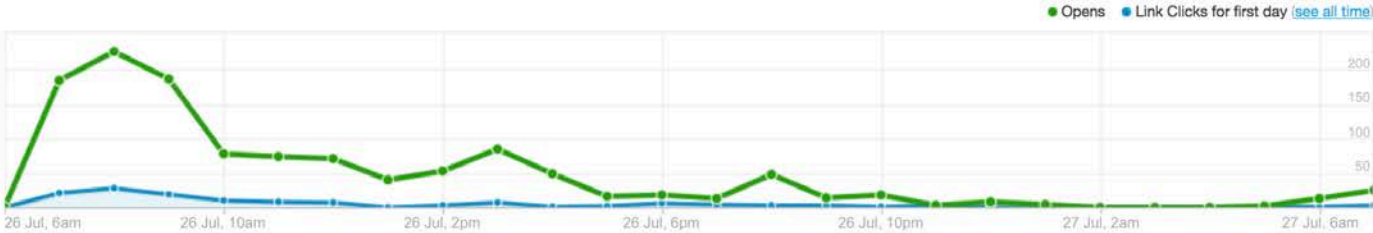
<http://mailchi.mp/63ac0b31041c/newsletter-300561?e=1af23946c6>

Campaigns > Facility Engagement Update July 2017

Facility Engagement Update July 2017

Sent on 26 Jul 2017 to 1,070 unique subscribers across [2 lists](#)

 View  Share Campaign  Export Report



■ **660** [Unique opens](#)
2,444 total opens to date

■ **27** [Bounced](#)
2.52% couldn't be delivered

■ **383** [Not Opened](#)
Open rates are [only estimates](#)

63.28% of all recipients [opened so far](#)

15.61% [clicked a link](#) (103 people)

0.19% [unsubscribed](#) (2 people)

0 people marked it as spam (0%)

0 [shares](#) across Facebook, Twitter & email

Most popular links (full report)	CLICKS	Top countries (full report)	OPENS
https://www.doctorsofbc.ca/new...sicians-through-facility-engagement	71	Canada	1,945

Campaign Reports

- Snapshot**
Summary of campaign results to date.
- [Recipient Activity](#)
Who opened and clicked, etc.
- [Link Activity & Overlay](#)
Which links were popular, who clicked.
- [Social Sharing & Forwards](#)
Who shared with friends.
- [Worldview](#)
Real-time map of campaign activity.
- [Opens & Clicks Over Time](#)
When did subscribers open and click.
- [Email Client Usage](#)
Which email clients are being used.
- [Bounce Summary](#)
Who didn't receive this and why.

Campaigns > [Facility Engagement Update July 2017](#) > Recipient Activity

Recipient Activity

Facility Engagement Update July 2017 - Sent 26 Jul at 7:30 am

Search recipients

Email or name  Search

All recipients	Opened	Clicked	Unsubscribed	Marked as spam
1,070	660	103	2	0

EMAIL ADDRESS	NAME	OPENS ▼	CLICKS
doctorsofbc.ca		212	3 (which links)
doctorsofbc.ca		144	10 (which links)
doctorsofbc.ca		113	5 (which links)
doctorsofbc.ca		97	8 (which links)
doctorsofbc.ca		81	10 (which links)
doctorsofbc.ca		62	0

Campaign Reports

- [Snapshot](#)
Summary of campaign results to date.
- Recipient Activity**
Who opened and clicked, etc.
- [Link Activity & Overlay](#)
Which links were popular, who clicked.
- [Social Sharing & Forwards](#)
Who shared with friends.
- [Worldview](#)
Real-time map of campaign activity.
- [Opens & Clicks Over Time](#)
When did subscribers open and click.

EXAMPLES

Goal: Set out benefits and expectations to inspire member participation

- Member meetings, one-on-one with dept. heads, presentations at dept. meetings, personal letter from MSA lead in physician mailboxes, brochure, e-mail to all physicians.
- *Create a strong ‘why’ and use testimonials, progress graphics, stories.*

Goal: Introduce to the hospital site/ admin to set stage for collaboration

- Orientation pkg, invite site leadership to meetings, present at site mgt. meeting, co-author article for site newsletter, meet with clinical staff, introduce to HA executive.

Goal: Communicate with key partners to avoid confusion, gain support

- Meeting with Division of FP, communicate what FE is and isn’t, short article in their newsletter, have quarterly meetings, e-mail updates.



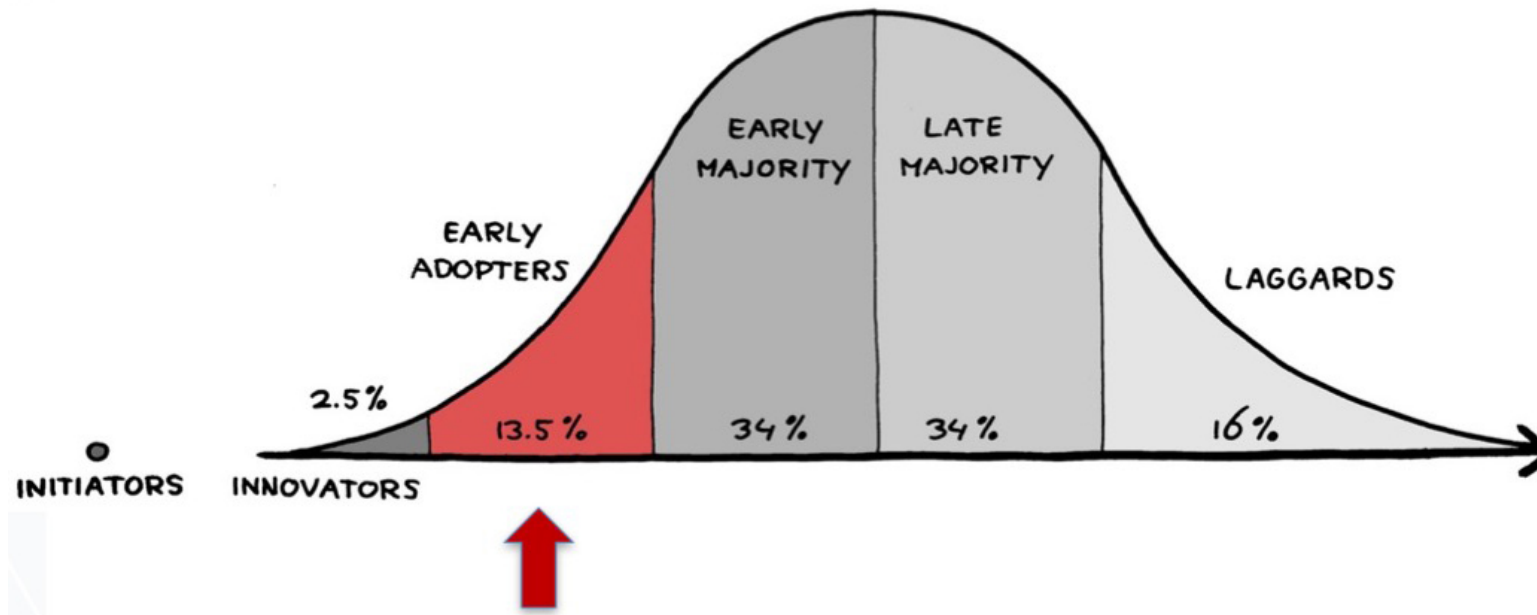
Keep appropriate audiences informed of progress.

Discussion and sharing

Challenges?

What approaches
have worked well for you?

Early adopters are key to building engagement



Communicate successes of early adopters to create buzz, inspire participation; cultivate more adopters.

(pass on the torch, spread the load and prevent burnout)

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.





1 leaflet with facts & figures

1 leaflet with facts, figures PLUS story = DOUBLE donation



Presentations in which stories are used:

- 5% remember statistics
- 63% remember the story

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?

Physician's big picture thinking delivers large improvements

Over the past seven years, Lion's Gate Hospital ED patient volumes increased steadily by 4% each year often exceeding capacity. The waiting room sometimes became the treatment/assessment space.

Dr. Kristian Hecht, an ED physician, saw a better way to leverage the floorplan and available manpower to help ease the challenges.

Through a collaborative effort aided by Facility Engagement, ED stakeholders (MD, RN,EHS, RT, DI, portering, stocking, lab and ECG) came together with LGH acute care administration and LGH project management office. The group worked to transform a first aid room and 19 patient care spaces, and adopt a patient assessment/ treatment process used in a Calgary ED.



The result? Improved patient flow through the ED, reduced patient wait times, improved communication between MDs and RNs, a decrease in non-physician tasks, improved patient safety and satisfaction, and improved organization and scalability for future demands.

Doctors feel better informed and have more breathing room, and patients are getting the emergency help they need more quickly.

Where to share stories?

- **MSA newsletters, member events, meetings**
- **Hospital newsletter**
- **HA-wide news** (via communications dept.), quality newsletters
- **Provincial channels** – submit to FEL for FE website, SSC news, Doctors of BC





News and Updates



News & Events > News and Updates

[A](#) [A](#) [A](#) [GO](#)

A Healthier You

News and Updates

Community Health Stars

Media Centre

Video Gallery

Social Media



NH News Releases

In Other News

- | | |
|--------------|---|
| Sep 28, 2017 | University Hospital of Northern BC Breast Imaging Clinic officially opens |
| Aug 17, 2017 | Supporting Williams Lake evacuees in returning home |
| Aug 13, 2017 | Northern Health restates health advisory to reduce effects of smoky skies |
| Aug 09, 2017 | Northern Health Connections annual summer maintenance modified schedule for the month of August 2017 |
| Aug 03, 2017 | Blue-green algae tips for summer – have fun but be safe around the lake |
| Jul 13, 2017 | UPDATE – Health supports for Williams Lake evacuees |
| Jul 10, 2017 | UPDATE - Northern Health facilities receiving Williams Lake evacuees |
| Jul 08, 2017 | Northern Health supporting Cariboo region wildfire evacuations |
| Jul 04, 2017 | What does wellness mean to you? |
| Jun 06, 2017 | UHNBC MRI replacement complete, two new MRI projects underway in Terrace and Fort St. John |
| Jun 05, 2017 | Prenatal education text messaging service, SmartMom, launching throughout Northern B.C. |
| Apr 07, 2017 | Review of Northwest radiology images complete |
| Apr 07, 2017 | Northern Health launching a new way to register, after-hours |
| Apr 03, 2017 | Stuart Nechako Manor celebrates launch of palliative care option |
| Apr 03, 2017 | NH Connections expanding service in the Northeast |
| Mar 27, 2017 | Northern Health's Indigenous Health program launches new resources and reviews successes |
| Mar 01, 2017 | Apply now! IMAGINE Community Grants of up to \$5,000 available to community groups, schools, and other partners |
| Feb 24, 2017 | Northern Health to notify radiological patients |
| Feb 21, 2017 | Person and family-focused care: NH Board meeting highlights |
| Feb 21, 2017 | Northern Health reviewing downtown Prince George health services |
| Feb 09, 2017 | MRI replacement support 'mobilized' at University Hospital of Northern BC |
| Feb 06, 2017 | Northern Health releases report: "Growing Up Healthy in Northern BC" |
| Jan 23, 2017 | Dawson Creek and District Hospital celebrates improved access to breast cancer screening |
| Jan 23, 2017 | GR Baker Memorial Hospital celebrates improved access to breast cancer screening |
| Jan 09, 2017 | Common respiratory illnesses circulating in the North East, including Chetwynd |

Excellent health and care for everyone,
everywhere, every time.



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Island Health Magazine

Island Health magazine is just one of the ways we provide residents of Island Health with the information they need to keep themselves and their families healthy. The magazine offers wellness tips to prevent illness and disease along with information on how to access health services in the community where they live. Happy reading and keep sending us your comments: #IslandHealthMag.

[Current Edition: Fall 2017 \(10/6/2017\)](#)



[Fall 2017](#)

This issue celebrates the opening of the North Island Hospital. We also feature articles on Island Health's Pain Program, breastmilk donation, active transportation for kids and ideas for seniors to age in place.

In addition, we have an introduction to our newest VP, Jamie Braman. The healthy eating section features recipes and tips for using a slow cooker.

[read more >](#)

[Summer 2017 \(7/6/2017\)](#)



[Summer 2017](#)

In this issue we share stories about our volunteer baby hugging program at VGH and the amazing projects funded through Island Health's Community Wellness Grants program.

We also look at COPD, Canada's fourth leading cause of death and discuss how compassion can fight stigma. Summer safety tips, family activities and recipes are also featured.

[read more >](#)

[Spring 2017 \(4/3/2017\)](#)



[Spring 2017](#)

In this edition we focus on making your home poison free, especially if you have young children. We also talk about how to approach the topic of drug consumption with your teenagers. As spring is now here, we have some gardening tips for the green thumb. Also included in this issue are articles on managing arthritis, volunteer week and making connections with loved ones suffering dementia.

Subscribe!

[Sign up](#) to receive our free newsletter, delivered to your inbox every month, featuring fresh content & upcoming events.

Pick up a copy

Printed copies of Island Health Magazine are available free of charge at [Island Health facilities](#) and select library and community centre locations.

Archives

[2017 Magazines](#)

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[2014 Magazines](#)

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You can reach us at:
magazine@viha.ca

We welcome your thoughts and feedback about Island Health Magazine.

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Publications & Newsletters

Library of Interior Health's publications

[A](#) [A](#) [Print](#) [Email](#)

Interior Health produces several quality newsletters to promote health, inform, educate, and enlighten — both our Interior Health staff and the people that we serve.

Looking for older issues?

[Contact us](#) for previous publications.

Month	Name	In this issue...
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[Audience](#) : **For the General Public** (7)

[Audience](#) : **For Parents, Educators & Kids** (47)

[Audience](#) : **For Interior Health Staff & Physicians** (70)

[Newsletter](#) : @Interior Health (53)

October	Edition 180 - October 2017	CEO Message; WellWISE; #StopOverdose Heroes; Raising Profile of Electronic Medical Records; Win-Win for Rural Care; New Face of Security; People & Places; Spotlight; Clicks & Clips
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September	Edition 179 - September 2017	CEO Message; Wildfire Response: What It Takes; Protecting Health in Aftermath of Wildfires; Strength Grows Through Community; A Maverick Approach; How It All Unfolded; Smoke & Silver Linings; Supporting Our Staff; Taking Care of Facilities; People & Places; Spotlight
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[Newsletter](#) : Medicine & Quality Matters (17)

September	MQM - Summer 2017	Message from Mike Ertel, VP Medicine & Quality; Transitions in Medical Leadership; New Liaison for Facility Engagement Initiative; Insulin Safety Initiative Wins Gold Apple; Dementia-Related Workshop Receives High Praise; Incident Management Policy Gets Updates; Training & Education Opportunities
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June	MQM - Spring 2017	Medicine & Quality Welcomes New Leader; Transitions in Medical Leadership for Medicine & Quality Portfolio; Physician Quality Initiative Takes Off; Hands-On Violence Prevention Training Impresses Docs; Dr. Bill Nelems Leaves Lasting Legacy; New Seniors Health & Wellness Centre; Training & Education Opportunities
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March	MQM - Winter 2017	Keeping our medical staff safe; Training opportunities available; Updates to Physician Invoicing Portal; New medical leadership structure for MHSU; MyHealthPortal; Palliative benefit change for First Nation patients
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November	MQM - Fall 2016	Fall Update from Dr. Alan Stewart, VP Medicine & Quality; Flu Season and Self-Reporting for Physicians; More on MAiD; New Medication Reconciliation for Safe
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News & Stories

Tuesday, October 10, 2017

[New combined ambulance station and fire hall to officially open in Richmond](#)

Wednesday, October 04, 2017

[New province-wide support program helps peritoneal dialysis patients maintain care at home](#)

Tuesday, October 03, 2017

[Early colon cancer screening test for average-risk patients temporarily suspended](#)

Thursday, September 21, 2017

[Unique study compares cancer incidence and survival between First Nations and non-First Nations people in BC](#)

Friday, September 01, 2017

[Hepatitis A in Western Family brand pineapple chunks](#)

Wednesday, August 30, 2017

[Night vision technology to enhance BC air ambulance service](#)

In this section

News

[2017 News](#)

[2016 News](#)

[2015 News](#)

[2014 News](#)

[2013 News](#)

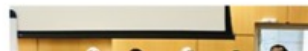
[2012 News](#)

[PHSA celebrates National Nursing Week](#)

[Five years running: PHSA named one of Canada's Greenest Employers](#)

[International Overdose Awareness Day 2016](#)

[Four years running: PHSA is one of Canada's Top 100 Employers](#)



Excellent, extraordinary,

News



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This section is your source for the latest news and events across Vancouver Coastal Health.

Looking for our media contacts?

Our public affairs team is available 24 hours a day to answer your media inquiries. Visit our [Media Centre](#) for contact information.

October



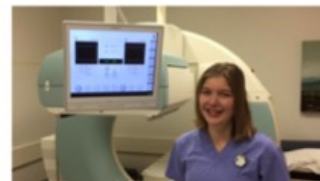
[A tribute to Dianna Mah-Jones](#)

October 6, 2017



[The nurse practitioner's house call: a new spin on an old-fashioned practice](#)

October 6, 2017



["Lisa taught me how to be a caring nuclear medicine technologist"](#)

October 6, 2017



[Attention VGH visitors](#)

October 3, 2017

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Fraser Health receives exemption to supervise consumption of oral and intra-nasal substances

Health Canada has approved Fraser Health to provide supervised consumption of oral and intra-nasal substances in addition to injections at its two supervised consumption sites in Surrey – the first time such an exemption has been granted in Canada.

June 27, 2017



Ceiling Lift Program Team receives Award of Merit at 2017 BC Health Care Awards

Fraser Health's Ceiling Lift Program Team received an Award of Merit for Top Innovation at the 2017 BC Health Care Awards.

June 26, 2017



Misty Stephens wins Health Care Hero award at 2017 BC Health Care Awards

Misty Stephens was named the 2017 Health Care Hero for Fraser Health at the 11th annual BC Health Care Awards.

June 26, 2017



[VIEW](#)[EDIT](#)

Across BC: Shared Knowledge and Experiences

More than 60 acute care sites are involved in the Facility Engagement Initiative. What are other facilities doing? What has been learned and what is working well? What is changing? Browse below to learn more.



Local Facility
Newsletters



Learnings and
Stories



Provincial Activity
Tracker



Ideas Exchange
(Online Forum)



Learnings and Stories

Physicians collaborate to streamline patient lab tests (Vernon)



Physicians test VGH's capacity to handle disasters (Vancouver General)



Collaboration supports to Children and Youth with Mental Health needs (Lillooet)



New Approach Improves Emergency Department Flow and Capacity (Lion's Gate)



Review

- Make a plan: map to MSA strategic goals
 - + plan audiences, tactics, content and distribution
 - Always 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?

- **The health authority communicator assigned to your hospital**
(identify local distribution channels, newsletters, announcements, story sharing, site leadership or health authority executive channels)
- **Your Health Authority MSA web team** (to post on their website)
- **Your Facility Engagement Lead**
- **Provincial Facility Engagement Communications** via engagement@doctorsofbc.ca

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