

TURKS AND CAICOS ISLANDS HOSPITAL

COMMUNICATIONS PLAN 2021-2024

AUTHOR: NIKIRA JOHN
PUBLIC RELATIONS & MARKETING MANAGER

 +1 649 941 2800

 www.tcihospital.tc

 Turks and Caicos Islands

 info@tcihospital.tc



About Turks and Caicos Islands Hospital

The Turks and Caicos Islands Hospital is a single-licensed hospital with two medical centres located on Providenciales and Grand Turk. The facility is a public hospital managed by InterHealth Canada TCI Ltd on behalf of the Turks and Caicos Islands Government through a Public-Private Partnership (PPP) agreement.

The acute-secondary health care facility opened in April 2010 as a milestone in the advancement and availability of on-island health care services. The PPP also represented the first of its kind in the Caribbean region.

TCI Hospital offers various specialized services for subscribers of the National Health Insurance Plan and self-paying clients. These services include Accident and Emergency, General Surgery, Obstetrics, Gynaecology, Orthopaedics, Physiotherapy, Family Practice, Internal Medicine, Secondary Dentistry, Paediatrics, Nephrology, Radiology, Laboratory, and Outpatient Haemodialysis. Visiting consultants from North America, Europe, and the Caribbean also provide periodic care in the specialties of Urology, Oncology, Neurology, ENT, Cardiology, Oncology, Ophthalmology, and Plastic Surgery.

Our Vision

Naturally excellent, where everyone is envious of our culture and customers receive the full benefit of our quality obsession.

Our Mission

The Turks and Caicos Islands Hospital, by nature, will exceed expectations through its' commitment to professional excellence, safety to all and continuous quality improvement.

Our innovative and learning environment shall deliver efficient and effective services providing value for money.

Our core values are listed below. These are the fundamental beliefs of our hospital team, and these values will remain our unwavering commitment and guide.

Our Values

Show You Care

Care passionately about the safety and well-being of our people, organisation, stakeholders and community.

When We Say Something, We Mean It

We recognise the power of our words, attitudes and actions. We shall hold ourselves accountable.

Golden Rule

Treat people as you would want to be treated. Our interpretation of the golden rule is that every person walking into our hospital shall be "surrounded with care and compassion".

Humble yourself

As valued team members, we all share and display humility to our customers, colleagues, guests and visitors to our beautiful hospital.

We shall be unpretentious and demonstrate humility by: Asking for feedback, Addressing prejudices, Start with a question, thereby encouraging feedback, Really listening, Accepting setbacks and using it to become stronger;

To the uninformed, being humble may be seen as a weakness or insignificance, but it really speaks to strength of character and confidence. Leadership throughout our hospital creates an environment where humility is cherished, ranks high in our hierarchy and is rewarded.

Be Fearless and Courageous

When we are fearless and courageous we can make things happen.

EXECUTIVE SUMMARY

The Turks and Caicos Islands Hospital (TCIH) Communications Plan 2021-2024 provides an overview of the ongoing and forthcoming communication strategies to be deployed over the next three years.

These strategies seek to ensure internal and external stakeholders are informed of appropriate activities and actions of the Hospital, its mission, services, and programs, and promotes patient and family engagement. The achievements, opportunities, and challenges that can impact the effective delivery of positive and proactive messages at TCIH are also enclosed. The plan further expands on the activities, communication channels, frequency, target audiences, key messages, and mechanisms used to evaluate the effectiveness of the activities.

The communications plan aligns with the Hospital's strategic objectives, people-centred approach and considers feedback received via staff and patient satisfaction surveys, community consultations, and emerging trends in corporate communications in health care.

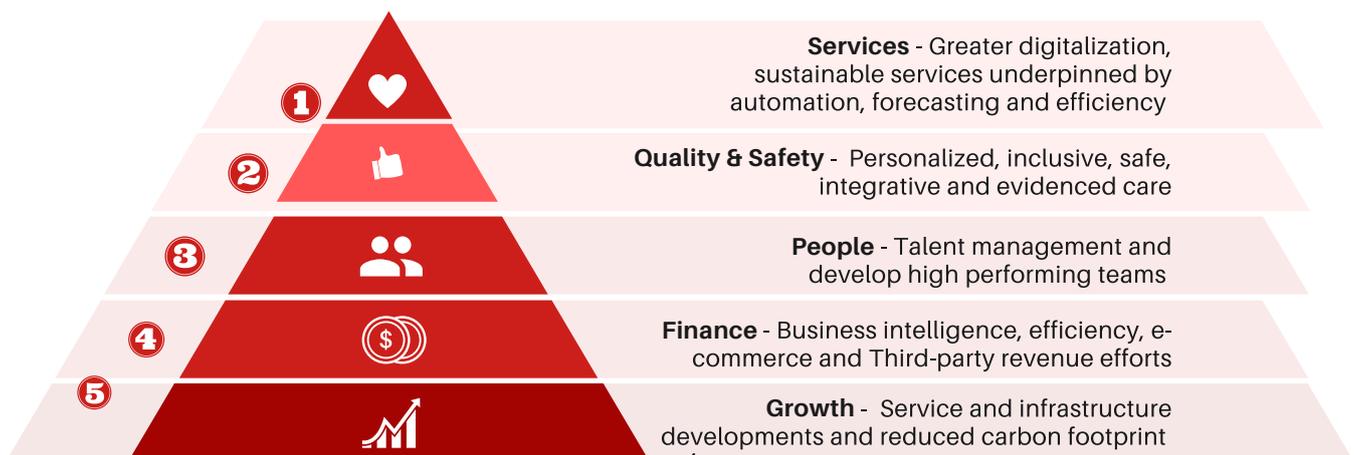
TCIH remains committed to canvassing and incorporating the views, voices, and expectations of its people, patients, and community partners into service planning and quality improvement initiatives.

The onset of the COVID-19 pandemic impacted several of the Hospital's normal pre-pandemic communications activities. However, our teams have adapted and will continue to reengineer how we connect with our community.

A comprehensive, cohesive communications plan tailored to the current operational environment underpins and influences the reputation and understanding of TCIH, objectives, and culture. The strategies used can impact staff morale, public confidence, and organizational reputation.

The Public Relations and Marketing Manager at TCIH is responsible for promoting and steering corporate communications. However, communications in general is a shared responsibility across the hospital, and its effectiveness across all audiences depend on every team member and department involved.

This communications strategy supports the TCIH 2021-2024 strategic plan, which is summarised below. The overall strategic priorities for the next three years is centred on re-designing processes around patients and their families with care teams and key stakeholder engagement to achieve service excellence.



OBJECTIVES AND TARGET AUDIENCES

PEOPLE-CENTRED



The overall goal of the plan is *'To further build and embed a proactive communications and engagement culture that supports delivery of the hospital's mission, vision and associated objectives.'*

SUPPORTING OBJECTIVES

- Further develop and build TCIH reputation and brand strength and identity
- Increase overall awareness and ownership of TCIH services, mission, vision, values, strategic direction and annual priorities.
- Provide Practical and Logistical Information to ensure that members of the public are promptly informed about changes to services, closures, delays, and any other event or factor that may impact their access to care.
- To ensure that a diverse group of people have the opportunity to provide insight to the planning and development of healthcare services at TCIH
- Improve satisfaction levels among patients and build confidence in the health care service.
- Strengthen staff engagement and the communications culture within the organization

The continuation of engagement and building two-way relationships with audiences is critical to the ongoing success of TCIH internal and external communication strategies. TCIH has many stakeholders and it is important that the organization identifies, listens, engages and communicates with these groups as it seeks to deliver its vision and priorities. Below is a breakdown fo these audiences.

INTERNAL AUDIENCE

- InterHealth Canada overseas branches, member organisations and affiliated health centres
- Hospital workers including Managers, clinical and non-clinical internal staff members
- Volunteers

EXTERNAL AUDIENCE

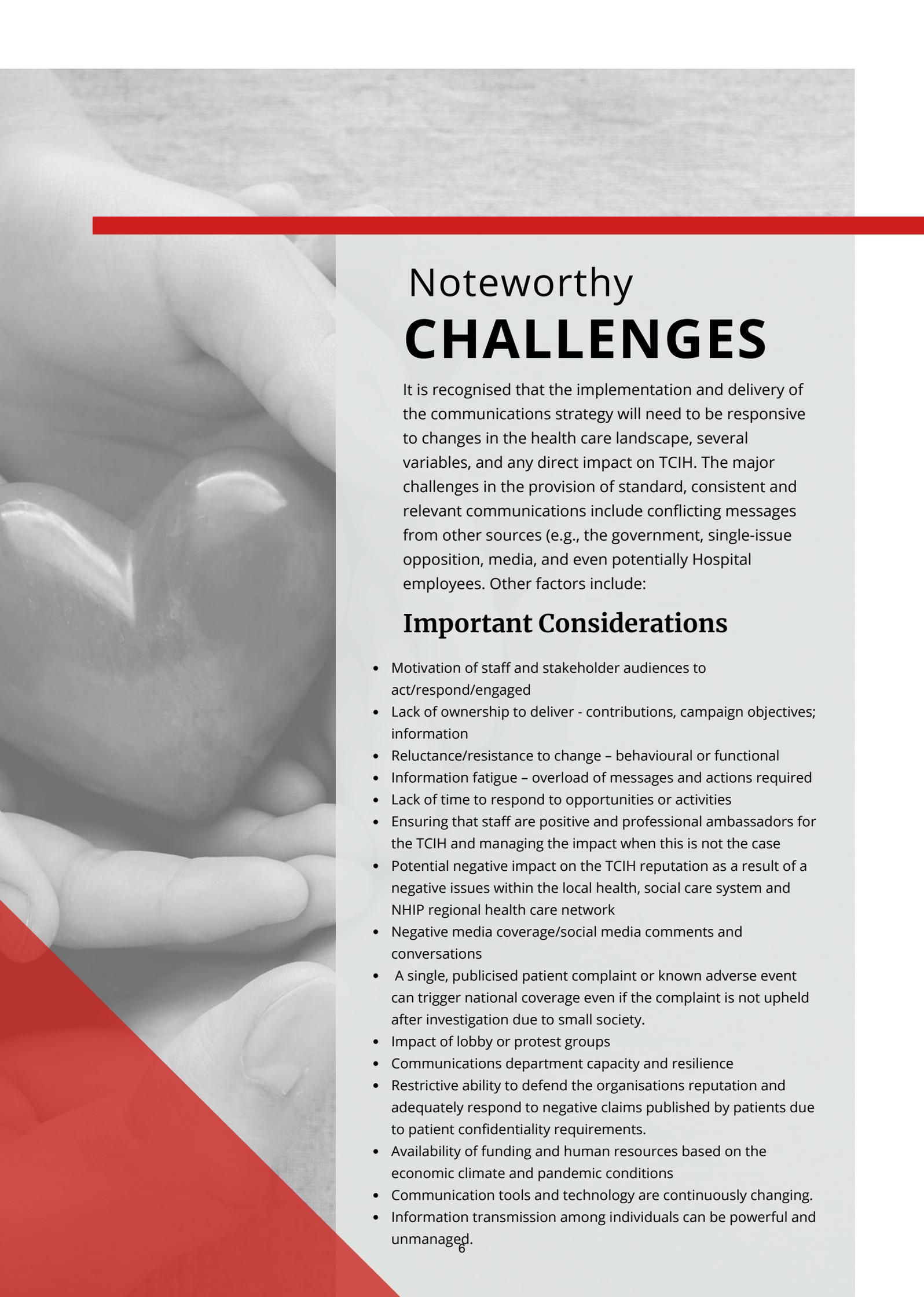
Patients, families and members of the general public currently served by our health centre who receive coverage through a variety of payer sources including, but not limited to:

- i. National Health Insurance Plan
- ii. Self-pay
- iii. Other (e.g. private insurance, etc.)

The medically underserved residents in our community including, but not limited to:

- i. Uninsured, low-income residents
- ii. Other high-risk groups (e.g., homeless persons, people living with HIV and AIDS, persons who struggle with substance abuse, and low-income elderly).

- Area private practices, health/dental providers and other referral sources
- Agencies responsible for emergency response and local (e.g. EMS/Ambulance Services, Department of Disaster Management, Social Services, Royal Turks and Caicos Islands Police Force, National Fire Service etc)
- Local health care partners including National Health Insurance Board and Primary Health care - MOH
- Community organizations (e.g., schools, grocery stores, banks, civic groups, social clubs, churches, Non-profit organizations etc.)
- Mass media outlets (e.g., print, broadcast, online, digital, social, radio etc.)
- Legislators and other policy leaders and public officials
- Other regional health care providers enrolled in the Treatment Abroad Program (e.g. hospitals, health systems, public health, etc.)
- Health Regulatory Authority



Noteworthy **CHALLENGES**

It is recognised that the implementation and delivery of the communications strategy will need to be responsive to changes in the health care landscape, several variables, and any direct impact on TCIH. The major challenges in the provision of standard, consistent and relevant communications include conflicting messages from other sources (e.g., the government, single-issue opposition, media, and even potentially Hospital employees. Other factors include:

Important Considerations

- Motivation of staff and stakeholder audiences to act/respond/engaged
- Lack of ownership to deliver - contributions, campaign objectives; information
- Reluctance/resistance to change – behavioural or functional
- Information fatigue – overload of messages and actions required
- Lack of time to respond to opportunities or activities
- Ensuring that staff are positive and professional ambassadors for the TCIH and managing the impact when this is not the case
- Potential negative impact on the TCIH reputation as a result of a negative issues within the local health, social care system and NHIP regional health care network
- Negative media coverage/social media comments and conversations
- A single, publicised patient complaint or known adverse event can trigger national coverage even if the complaint is not upheld after investigation due to small society.
- Impact of lobby or protest groups
- Communications department capacity and resilience
- Restrictive ability to defend the organisations reputation and adequately respond to negative claims published by patients due to patient confidentiality requirements.
- Availability of funding and human resources based on the economic climate and pandemic conditions
- Communication tools and technology are continuously changing.
- Information transmission among individuals can be powerful and unmanaged.



Reflections and **ACHIEVEMENTS**

Over the previous four years, the activities introduced and sustained at the TCIH has evolved and expanded significantly. There has been successful educational and engagement outcomes as a result of the strategies utilised. TCIH shall continue to strengthen these areas.

Noteworthy Trends

- Increased proactive communications and increased positive media coverage
- Increased publication of press releases on internal news and events
- Increased requests for health education from organizations and government to support public education campaigns including national vaccination sensitisation efforts
- Increased partnerships with community entities in various initiatives
- Active use of internal communication platforms to cascade information
- Enhanced use of two-way staff communication modes with internal and external audiences with satisfactory attendance
- Stronger branding and corporate image in the community.
- Larger archive of video material and posters
- Improved publication of information related to common illnesses and health conditions of concern.
- Increased usage of patient and public feedback mediums
- Participation in the National COVID-19 vaccine deployment program
- Improved utilization of social media mix
- Improved dissemination of service-related updates
- Continued demonstration to corporate social responsibility through acts of service and monetary sponsorships
- Strong number of press conferences, media interviews

PAST COMMUNITY ACTIVITIES AND THE BENEFITS

PUTTING PEOPLE FIRST



- Internal events allow patients to share their stories as a power agent of change and promote continuous medical education among practitioners within the community which can enhance patient care. Employees are also given the opportunity to share their medical knowledge with others, which fosters a more vibrant workplace and a learning environment.
- Community screenings and health booths can detect a problem and get participants on a track to a healthier self and supports the hospital's Know Your Numbers Campaign. These activities also reinforce the shared responsibility between physician and patient in their health management. For employees, these activities promote team building, provides an opportunity for community engagement and acts of public service.
- Sponsorships provide employees and community with a sense of pride in the organisations commitment to CSR. It also provides opportunities for staff to attend events with TCIH purchased tickets or to participate as a volunteer based on the event type.
- Attendance at NPO events allows the community to become familiar with faces within the health care service on a direct level, which can assist with building trust in the system. These efforts also support the company's mission to ensure community engagement throughout the year.
- School visits can help to reduce the rate of children later becoming patients due to preventable conditions. It is less costly to keep children healthy than to fix preventable health problems later in life. These types of activities also help to build future clinical human resources to support the team.

Hosted Major TCIH external projects and forged long-term partnerships

- National Library Services Computer Donation - TCIH donated over \$5000 worth of brand new computers to NLS branches across the country. - February 2017
- IHC-TCIH Construction arm donated \$5000 to Ashley's Learning Centre for Autistic Children. - March 2017
- Grand Turk Library Book Restoration Project - IHC-TCIH donated 200 books through Bark and Bliss Book drive to aid the Grand Turk Library, which was burnt down by Fire. - March 2017
- Mount Moriah Baptist Church Food Bank Restoration Project - September 2017, July 2018
- Clean Hands Project - Infection Control Link Champions visited five public schools (3 on Providenciales; 2 on Grand Turk) in the TCI to teach proper hand hygiene and launch signage project. - May 2017
- CPR Training for Precious Treasures School Teachers - August 2017
- IHC-TCIH Stop The Clot Fitness Run - November 2017
- Clinic Exploration Program -IHC-TCIH provided monetary sponsorship in the value of US\$2,000 via a check payment to the Clinic Exploration Program and funded additional expenses associated with the program, which increased the total investment to US\$5,700, inclusive of the check. The program commenced on July 5th 2019 and runs for several weeks. - July 2019
- British West Indies Collegiate School Work Program Observership for students - April 2017
- Digicel Free Wifi Project for Dialysis Patients - May 2018 CHMC, October 2018 at CTMC

Successful organization of several major internal events and hosted tours of the facility to showcase the high standard of operations

Major Internal Events

- My Kidney Storey Event - March 2017
- Oncology Symposium - March 2017
- Clinic Exploration CPR Training at TCI Hospital - July 2017, 2021
- Medical Ethics Symposium - September 2018, April 2021
- Antimicrobial Stewardship Workshop - October 2019.
- Medical Technologists Week 2018
- Nurses Week Ceremony - May 2019
- Best Practice Spotlight Organisation® (BPSO®) pre-designate - May 2021
- 1 year to mark COVID-19 anniversary - March 2021

Hospital Tours (Diplomatic and Special Groups)

- Diplomatic Hospital Visits/Tours Incoming Premier - January 2017
- Grenada Minister Visits CHMC - January 2017
- Saint Lucian Minister Visit - May 2017
- Head of the Commercial Section at the Saudi Embassy Visit - August 2017
- Governor and Navy Visits CHMC - October 2017
- Dr. A Sardi and Minister of Health Oncology Meeting/Tour - Jan 2018
- TCI Speaker of HOA and Prince Edward Islands MP - February 2018
- ICARE Team Tour - May 2018
- One World Foundation Visit - May 2018
- UWI Accreditation Committee Hospital Tour - February 2019
- Governor Nigel Dakin Tour - July 2019
- Governor Pandemic OPD Project Visit - December 2020

TRACKING OUR ACTIVITIES

It is not a chance or random event. There is a planned and targeted outcome, which is beneficial to our employees, patients, the community and/or the health care service.

Increased participation in speaking engagements as knowledge experts

- Enid Capron Primary School's Parents event/ Health Awareness – April 2017
- Men's Health Conferences – June 2017
- Blood Pressure and Waste Line Numbers. – June 2017
- World Walking Day – September 2018
- Women's Kidney Health Talk – Methodist Church 2019
- National Cancer Society annual luncheon – October 2019

Active provision of free community health screenings to support Know Your Numbers Campaign and Information Booths

Community Screenings or Information Booths

- Move-a-ton - January 2017, 2018, 2019
- Fortis 9th Annual Spring Fun/Run – April 2017, 2018, 2019
- International Perioperative Nurses Week – November 2017
- TCHTA Wellness Expo – January 2018
- World Kidney Day Walk Health Booth – March 2018, 2019
- Health Booth: Surgical Suites Team at Graceway IGA – March 2018
- DMME Business Fair GT&PLS – May 2018
- Medical Reconciliation Booth – May 2018
- Breastfeeding Booth – August 2018, 2019
- (TCIFA) Live your Goals Girls Festival – September 2018
- Richmond Hills School Information Booth – March 2019
- TCIFA Annual Walk-Ride Event – April 2019
- DDME - Disaster Preparedness Expo – May 2019
- Foster Care and Elderly Drive (Social Services Dept) – August 2019
- NHIP 10th Anniversary Community events – October 2019
- Medical Device Reprocessing Awareness Booth – October 2019
- Fortis TCI National Science Fair – March 2020

Sustained attendance at a number of charity events

Event Support/Attendance Examples:

- Julliard Concert Fundraiser for Autism (IHC purchased tickets to staff attend) - March 2017
- Wine Cellar Golf and Fishing Tournament - Charity Fundraiser - March 2017 (Annual)
- Night for the Fight Cancer Walk (Annual) IHC purchased tickets for staff – May 2017
- Teeing For A Cure - National Cancer Society Fundraiser (IHC secured first place) – May 2017
- Government Drug Prevention Walk – June 2017
- World Aids Day Luncheon – November 2017
- 2nd Annual Conference on Autism Disorder – April 2018
- National Cancer Society Luncheon – October 2017, 2018, 2019
- Mental Health Conference – October 2018
- United Way Reading Fair – December 2019
- Business and Human Rights Event – July 2019

Increased presence and penetration within the education system to raise awareness of healthy habits and health care careers

School Visits/Presentation Booths

- Enid Capron Exposition - February 2017, 2018, 2019
- H.J. Robinson High School Exit Readiness Program - February 2017 (Annual Basis)
- CHHS Exit Readiness Programme - March 2017
- HJRH Careers Day - March 2017, 2018, 2019
- School Visits to HJRH and TCI Community College – April 2017
- Provo Christian School Visit – May 2017
- TCIPS Careers Day – June 2017
- HJRS Exit Readiness Mock Exercise – February 2017
- CHHS Careers Day – May 2018
- Holy Family School Tour – May 2018
- Long Bay Careers Day – May 2018
- Hand Hygiene Day at International School – October 2018
- Mills Institute School Visit by IPC Members – December 2018
- Hand Hygiene Session at International School – February 2021
- Careers Day Booth at HJ Robinson High School - March 2021

Hospital Tours By School Students

- Provo Primary School Site tour - February 2017
- Laboratory Professionals Week (More than 200 students tour the lab) - May 2017
- TCI Middle School Tour at CHMC – January 2019
- HJRH School Tour CTMC – April 2019
- Holy Family School Tour – May 2019
- Adventures Club of Bethel at 7th day Adventist Church – July 2019

Participation as Event Judges

- HIV Aids debate - Annual inter-high school debate - January 2017
- Holy Family Academy Roman Catholic School Science Fair – February 2019
- Integrity Commission Inter-High Debate – February 2019

Strategic Sponsorship opportunities and inward donations to touch lives in different ways

Sponsorships - Outward

- TCIPS Awards Ceremony - January 2017
- Annual Trophy Donation For All High School Top Science Students Nationwide 2017, June 2018,
- Key sponsor of TCI Rising Stars Basketball Club trip – June 2017, November 2018
- Wine Cellar Golf and Fishing Tournament - Charity Fundraiser – March 2017
- Food For Thought Charity Donation – July 2017, July 2018, April 2019
- World Medical Tourism Congress – September 2017, November 2018
- 911 Emergency Staff Appreciation Day Donation – April 2018
- World Walking Day – September 2018
- Premiere's Cup Golf Tournament – November 2018
- TCI Swim Federation Sponsorship – March 2019
- United Way TCI Charity Superheroes Read-A-Thon + Volunteerism – March 2019
- CTMC Emergency Department Donation – May 2019
- Delano Williams Foundation Sponsorship – October 2019
- Ashley's Learning Centre Donation – November 2019
- 8th Annual Premiers Cup Gold Sponsor – December 2019

Donations - Inward

- MRI Sound System Fundraiser Donation - February 2017
- Rotary Donates to Mothers – April 2018
- Harvest Bible Chapel Donation to Dialysis Department – 2018
- Soroptimist International Donation for female inpatients – March 2019
- Jais Inpatient Donation of \$4k – December 2019
- TCI Boat Club - Kidney Screening Donation of \$3k – February 2020
- Employee Thankful Thursday Initiatives – February 2021"

	Benefits to employees	Benefits to patient	Benefits to community	Examples
Production of The Interview TCI Show	Highlights the hardwork of the team and positions the team members as experts in their respective management areas	Builds confidence in the system; addresses any misconceptions about how the system and various departments works and the PPP contract	Build awareness of health care operations and increase education on how the service operates, important issues in our health care system; influence policy;	The company produced a 9 part interview series on health care, which was released and broadcast on mainstream TV on April 24th 2019.
Revision of TCIH marketing assets with standardization and higher quality branding	Builds pride in the organization; provides a sense of identify; employer branding also increases the company's talent pool from which to fill vacancies.	Patients are attracted to brands that share similar values as them. Branding can help patients develop an emotional connection to TCIH and its values.	Provides an overview of the companies new mission, vision and values along with any new services. Shows the company is evolving and staying current.	<ul style="list-style-type: none"> • Revised trifold, leaflets and other printed material * Revised company newsletter design • Revised inpatient handbook • New templates for digital content • Standardised wall signage New roll-up banners and backdrops • Npromotional branded items * Reproduced TCIH corporate video
Launch of CEO Town Hall Meetings	Promotes Teamwork and Collaboration; Unfiltered Raw Feedback; Employees Feel Engaged; By having the entire team participate at the same time employees hear firsthand about important updates.	N/A	Helps to build high performing teams with contributes to service excellence. This provides visible leadership.	Town Hall Meetings are held on a quarterly basis or on an ad-hoc basis
Revision of the IHC Community Advisory Committee	This provides the team with a forum to secure engagement and consultation on special projects to ensure the project is moving in the right direction.	Patients benefit as the CAC serves as patient advocates working on their behalf. The CAC also comprise of patients.	As well-informed advisors, CAC members are routinely solicited for their views and opinions and often influence decisions impacting the broader community.	The CAC was launched in 2017 and was later revised due to membership changes and COVID-19 competing demands. The forum was revised in 2021 under virtual methods to encourage consistent uptake.
Enhanced appearances in local publications with international reach	The inclusion of team photos in adverts provides team members with recognition within the community and also serves as an act of company appreciation for their invaluable contributions.	Local magazines are highly valued and respected publications that build a sense of community among local consumers. Copies of these magazines are cross shared in the hospital's reception areas as a source of information for patients.	Reinforces the hospital's positioning as a community hospital.	<ul style="list-style-type: none"> • TCHTA Who's Whos Magazine – January 2019 • Home Grown Talent Advert in newspaper – February 2019 • TCI Parent Magazine – April 2019 • Tourist Board We Are Turks and Caicos campaign in Times of the Island magazine. – Summer 2020



Community engagement is not a single activity; it is a way of working. It is about inclusion and involvement, input and influence. It is about what happens within and beyond the walls of the hospital. It involves deploying and developing more creative ways to engage with people. As our learning and practice develops, so will our community engagement approaches.

Hosted Press Conferences to educate the public on major initiatives and developments and participation in individual media interviews

Builds pride in the organization; provides a sense of identify; employer branding also increases the company's talent pool from which to fill vacancies.

Since TCIH is the only hospital in the country, press conferences keep patients abreast of hospital news that can affect the service, especially those relates to new services or equipment. This allows provides the hospital with a branding opportunity and to reinforce the company's mission, vision and values.

Allows the community to benefit from transparency as the media is provided the opportunity to ask questions.

- Friendship Surgery Centre donates Retinal Vitrectomy Machine- January 2017
- Press conference to launch Observer ship – April 2017
- BFHI Counselor Training - WHO/PAHO – May 2017
- Literacy Begins at Birth – June 2017
- Rising Stars Basketball Team Uniform Handover – July 2017
- World Breast feeding Week – August 2017
- Direct Relief Donation Handover (Valued at \$30,000) – October 2017
- Press Conference on Introduction of Cardiology Services – February 2019
- AED Donation to Department of Sports – August 2019
- First COVID-19 National Press Conference – January 2020
- Launch of COVID-19 Vaccination Program – January 2021

Promotion of Corporate Wellness through health fairs for employees and other groups

Promotes team building; Provides IHC employees with an opportunity for community engagement and acts of public service.

The central benefit of a community health fair is to help individuals be healthier by seeking to engage the public in conversation about common health issues and concerns. Patients may also engage their doctors on issues that may have not been covered during a past consultation session.

A workplace health program integrating nutrition, physical activity and mental wellness can yield effective results in reducing stress levels, combating back pain, limiting sedentary behaviour, preventing overweight/obesity, reducing chronic diseases and encourage a more productive society.

Health Fairs (Some examples below)

- Digicel Company Employee Health Fair – January 2017
- Beaches Resort Employee Health Fair – June 2017
- Amanyara Resort Employee Health Fair – September 2019 (CPR training for 26 persons and Health Booths)
- Fortis TCI Employee Health Fair – October 2019
- Men's Health Conference – June 2019
- Clement Howell High School Health Fair – February 2020

RISK COMMUNICATIONS

During a public health emergency such as the COVID-19 pandemic, effective risk communication and information sharing are vital components of protecting the public and ensuring adequate hospital response. These directly impact a hospital's ability to care for patients and medical personnel while keeping stakeholders engaged and informed. As such, situation reports and other information are cascaded daily to managers, physicians and nursing staff. TCI Hospital will continue to produce and disseminate a COVID-19 dashboard and risk assessment guide to address the latest information needs. New information may be added as the need arises.

RELEVANT INFORMATION

Status of PPE supply

SPECIFIC INFORMATION EXAMPLES

- Share information about availability of PPE; if relevant, share efforts underway to secure additional PPE
- Offer instructions on proper PPE usage and the importance

COVID-19 testing

SPECIFIC INFORMATION EXAMPLES

- Share information about internal testing capability
 - Staff testing strategy
- Other public health measures introduced at the national level given the impact on health care and patient flow.

Scientific developments

SPECIFIC INFORMATION EXAMPLES

- Information on vaccine safety, options, effectiveness and expiration dates
- Status of national vaccination rates and eligibility updates
- Latest treatment methods with evidence

Infection control processes

SPECIFIC INFORMATION EXAMPLES

- Information on any review or new procedures related to infection control procedures, checklists, highlight any new practices
- Variants identified internationally and locally along with their profiles

Operational Impacts

SPECIFIC INFORMATION EXAMPLES

- Share plans and timelines for resuming routine services, highlight any new practices, workflow patterns, etc and challenges

Workforce considerations

SPECIFIC INFORMATION EXAMPLES

- Proactively share information about any major staffing changes, medical license requirements or operational issues that affect staffing
- Updates on any change enquiries submitted to TCI Government
- Updates on any other sources of staffing given the global demand
 - Number of staff under quarantine

Capacity Updates

SPECIFIC INFORMATION EXAMPLES

- Updates on any infrastructural upgrades or alternatives to expand bed and space availability
- Updates on oxygen supplies and related special projects

Bed Occupancy

SPECIFIC INFORMATION EXAMPLES

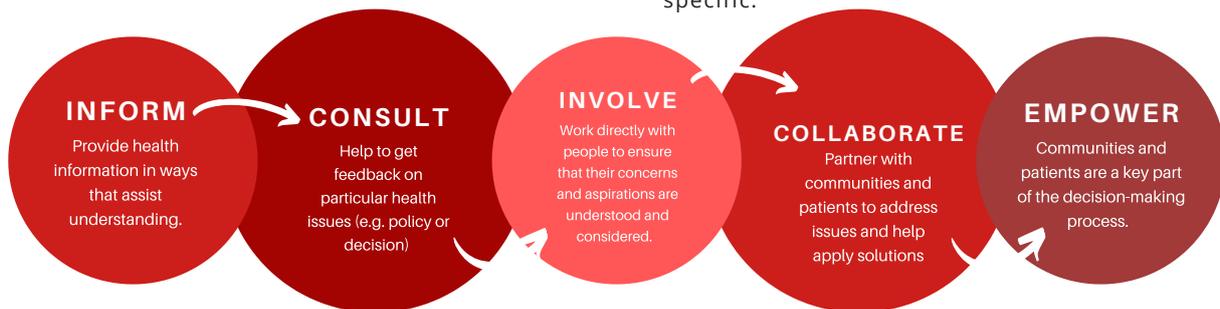
- Updates on the bed occupancy levels
 - COVID-19 and non COVID-19 related admissions
- Acuity levels of patients, overseas transfer status where applicable
 - Distribution by medical centre

COMMUNITY ENGAGEMENT

TCI Hospital will continue to facilitate meaningful dialogue with patients, families and the wider community to solidify the organisation’s commitment to develop and enhance ongoing public engagement activities along with the relationships between the different organizations, groups and sectors. Engaging the communities in effective dialogue (elected officials, partner agencies, clients and the public) is key to improving the system and health of our population.

COMMUNITY ENGAGEMENT SEEKS TO INFORM, CONSULT, INVOLVE, COLLABORATE AND EMPOWER.

WHAT WE MEAN:



STRATEGIC ENGAGEMENT APPROACH

- o **Corporate:** Hosting stakeholder engagement sessions, on an as needed basis, when contemplating significant change to policies, programs, services, and delivery models.
- o **Community (Patients and Families):** Ensure communities are kept engaged and apprised of local activities, as well as priorities, health system challenges and population health data, where necessary.
- o **Program / Project Specific:** TCI Hospital will continue to seek opportunities for public engagement around the design of, or improvement to, operations, programs and service areas that are project or site specific.

CONVERSATIONS WITH PATIENTS

Evidence shows that patient experience feedback can shape services to better meet patient needs. Patient feedback mediums provide the organization with insight into any steps required to enhance the service. TCIH shall continue to collect patient feedback in many different ways and for various purposes. These mediums include:

- **Patient Satisfaction Surveys** – Paper-based surveys are issued to patients across departments at different points within their care journey to provide feedback on the service utilised. Plans are underway to digitise surveys via QR codes to reduce the touch points associated with paper and improve efficiency. Kiosk surveys may be re-explored in the future, post pandemic.
- **Patient Call Back Program** – A random sample size of patients across different service areas are selected by the health informatics department on a monthly basis and contacted post discharge for feedback on their experience.
- **Concerns, Complaints and compliments forms/boxes** – Forms and drop boxes are made available in reception areas for patients to provide feedback on their experience.
- **Community Advisory Committee** – A standing committee of 10 representatives from the community provides advice on internal projects under development at the TCI Hospital. Adhoc forums and focus groups with patients and families are also used.
- **Adhoc Community focus groups/Citizens Panels** – Special focus groups and consultation sessions are held as needed to review hospital policies and programs.
- **MyCareMatters Survey** – A periodic survey referred to as “MyCareMatters” launched in 2021 is released to the public to canvass public views on the service.
- **Ward-rounds/Observation**- Teams are encouraged to ask patients about their health care experience and any areas for refinement.

SUCCESS CRITERIA

'Evaluation must be honest and unbiased; picking only the best results will damage your reputation.'

Success is reached once there is evidence that our processes for improving the patient experience and engagement are reliable with an impact on patient outcomes.

STRENGTHENING PATIENT AND PUBLIC ENGAGEMENT

TCIH is committed to encouraging engagement with patients, carers, their relatives, employees and the public.

Some specialties and departments have consultations with patient and community focus groups and forums that are working well.

- TCIH will encourage all specialties and departments to develop a plan to seek and respond to patient feedback, e.g. through 'You Said, We Did' sections on noticeboards.
- At least one established patient forum or adhoc focus group shall be established per major division: Allied, Nursing and Medical.

NATIONAL COMMUNITY SURVEY

TCIH undertakes a community survey on an annual basis. The benchmarks for success based on community feedback are as follows:

- 85% of patients felt they had a very good experience.
- To increase year on year the number of questions where the TCIH is awarded the equivalent of 'about the same' or 'better' rankings



COMPLAINTS

- Maintenance of a patient complaint rate of <5% of total attendance
- 90% of formal complaints in every division are acknowledged in 3 working days
- 90% of complaints in every division are responded to within 20 working days or within a timescale agreed by the complainant
- Themes in complaints are reported to the Quality Risk and Patient Safety Committee along with the improvement actions taken in response.

COMPLIMENTS

- The TCIH will keep a record of all written letters addressed to the hospital or department complimenting a member of staff or team, which is shared with the Quality Risk and Patient Safety (QRPS) Department.
- A copy of the compliment letter will be sent to the respective individual/department by QRPS.

IN-HOSPITAL PATIENT SURVEYS

In-hospital patient surveys are undertaken in clinical and episodic areas. The results should reflect a measurable increase in the following areas:

- % persons rating services as excellent or any directly associated themes.
- % persons rating services as satisfactory or any directly associated themes.

REFERENCES

American Hospital Association (2020) Communications - Internal and External. Available from: <https://www.aha.org/system/files/media/file/2020/07/aha-covid19-pathways-comms-internal-external.pdf> [Accessed: 9 April 2020]

Brighton and Hove (2020) Community Engagement Framework. Available from: <https://www.communityplanningtoolkit.org/sites/default/files/BrightonandHoveCommunityEngagementFramework.pdf> [Accessed: 9 April 2020]

Brockville General Hospital (2018) Corporate Communications Plan 2018-19. Available from: <https://www.brockvillegeneralhospital.ca/en/resourcesGeneral/20180601-Communications-Plan-2018-19.pdf> [Accessed: 9 April 2020]

Hillingdon Hospitals (2019) Patient Experience and Engagement Strategy. Available from: https://www.thh.nhs.uk/documents/_Publications/strategy-docs/Patient_Experience_Engagement_Strategy_2019-22.pdf [Accessed: 9 April 2020]

Surrey and Sussex Healthcare (2018) Communications Strategy. Available from: https://www.surreyandsussex.nhs.uk/wp-content/uploads/2018/04/5.4b_Communications-strategy-2018-21-v1.1-Board-April-2018.pdf [Accessed: 9 April 2020]



**INTERHEALTH CANADA - TCI HOSPITAL COMMUNICATIONS PLAN
2021-2024 IMPLEMENTATION**

DOCUMENT INFORMATION

This document is owned by the Public Relations and Marketing Department.

AUTHORIZATION

Endorsed by:-

Dr. Denise Braithwaite Tennant
Chief Executive Officer
InterHealth Canada TCI Hospital

Denise Braithwaite -Tennant

21 /05 / 2021

Nikira John
Public Relations and Marketing Manager

Nikira John

21/05/2021

Approved by:-

George Commander
Chair
InterHealth Canada Board

George Commander

21 / 05 / 2021

REVIEW STRATEGY

There shall be regular ongoing reviews of this document at Board of Director, Senior Management, Departmental and Community Advisory Committee Meetings with formal reviews to ensure continued alignment with Mission, Vision and Values, strategic priorities, and plan performance at year 1 and 2 of the plan. A final review shall be conducted by year 3 of the plan and by 31st March 2024.
