



GRAND ROUNDS

Could RVH soon join the Twitter world? Maybe have its own Facebook page?

If linking up with popular online social networking sites helps to keep patients, staff and local residents informed about the events and news happening at their local hospital, the answer could be “yes.”

In an effort to examine the effectiveness of RVH’s current list of communication tools and publications, a public survey is being launched today to determine the value and usefulness of items such as this bi-weekly Grand Rounds column.

“It is important to us that we get as much feedback as possible through this survey. It will help us determine the best ways to communicate important information about services, programs, events and health-related information,” says RVH Special Projects Manager, Julia Atkinson.

She is looking to gather input from all stakeholders—RVH staff, the community and patients—about how they would like to receive information about the hospital and what information is most important to receive.

All data will be used to aid in the creation of an overall RVH Strategic Communications Plan.

The purpose is to put patients, the public and staff at the very centre of the communications plan.

A key objective of the communications plan is to continue promoting and publicizing the community hospital while providing information and highlighting achievements.

RVH received praise from surveyors last December during accreditation for the high level of communication internally and conveying news and timely information within the community through its website, newsletters, brochures and regular publications.

Anyone can visit our website at any time to view a comprehensive list of these items by clicking on the Publications or RVH News tabs.

Atkinson feels it is the perfect opportunity to re-evaluate existing communication tools and hopefully be provided with some

reassurance that the appropriate messages are being communicated through local media and online.

And if not, suggestions on how to provide more relevant information in the proper format are highly encouraged.

“We’re looking at things like social media, and the most effective way to figure out if we should pursue these types of communication tools is by going to the public,” she notes.

Another part of the overall strategic plan is to inform, involve and engage patients, the community and RVH family to ensure that they all have access to high-quality, accurate and timely information in whatever format they use most frequently.

It will only take a few minutes to answer the multiple-choice form.

“In order to make it as easy as possible for the community to answer the questions, the survey will be offered online through the RVH website, as well as on paper at numerous locations in the hospital,” says Atkinson.

All responses are due by June 6. Survey information will then be summarized, analyzed and reported back to the community.

“Communication is two-way,” says Atkinson. “This survey is an opportunity for members of the community to let us know what information they would like and how often, how they would like to receive it and their thoughts about our current publications. So, talk to us... we’re listening.”



Jenn Workman completes the survey while she and her son Austin visit the clinic.

Please complete our survey

For those who aren’t online, the communications survey can be found throughout the hospital at registration desks, waiting rooms and in the cafeteria. You can also log onto our website at www.renfrewhosp.com for the electronic questionnaire.