

GRAND ROUNDS

Read. Listen. Click.

You may notice you're seeing new things, and you're about to hear from RVH also. Keeping our local community informed, engaged and empowered about their health is a major priority.

RVH is hitting the airways on November 21, in an exciting new partnership with a local radio station that will provide a daily look inside the hospital: "myFM and RVH are teaming up to bring yet another communication vehicle to our fleet," says RVH Foundation Director, Barb Desilets.

Short informational segments will be aired and the public can then access more information on the website via the myFM site and view a video clip.

This partnership supports the Call to Action program, which has an objective to enhance health care knowledge in our community, adds Desilets. "RVH is grateful to myFM for the continued support of our community hospital."

"It's a wonderful opportunity for the hospital to bring our messages out and into the community," says Randy Penney, RVH President and CEO.

Earlier this year, in-house assessments were conducted along with a communications survey among our staff, patients and the public, and the results showed that our organization needed to embrace technology.

"The survey showed that people are relying on the internet for communication and as a research tool," comments Julia Atkinson, Special Projects Manager at RVH.

That prompted a redesign and update to the hospital's website by local company Tubman Marketing, and the launch of a Facebook page for Renfrew Victoria Hospital itself. And the Call to Action group has created a blog to keep people up to date with what is happening with the Digital Mammography project.

"The new website not only has a new look but also more information for the public

right where they want it—at their fingertips," says Atkinson. "This is only the beginning and an important first step. RVH will be able to add more information to the website as it is developed and when the public needs it."

Now, when you click on www.renfreshosp.com you will immediately notice its clean design with up-to-date images of our staff and patients. Atkinson says that they ensured that the new site was as user-friendly as possible and that it provided visitors and patients with abundantly more information than the old site did. "Even the font sizes can be changed with a click of a button for easy reading."

Also, strong linkages are made between the main site and the RVH Foundation for easy access to its supporters.

This *Grand Rounds* column will continue with the long standing and much appreciated support of the Renfrew Mercury.

Our newsletter, *Talk It Up Victoria*, has also received a little facelift. Late in the summer you may have noticed a new large-format newsletter, which is now delivered directly to your mailbox. The new format not only refreshes the

appearance, it's also a cost-effective change, explains Penney.

"*Talk It Up Victoria* is an important source of information for the community because it always focuses on the latest and greatest developments at the hospital. The last issue highlighted our innovative breast screening awareness campaign, 'Call to Action,' and the future upgrade to digital mammography. The community can look forward to another issue arriving in a few weeks about our dialysis unit expansion," says Penney.

All our publications are available on our website. To look for past issues, go to www.renfreshosp.com.



The redesigned RVH website is up to date and user friendly.

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