

A Journey Through Two Strategic Campaigns

HCPRA National Conference

**Reaching The Top: Sharing Best
Practices for Public Relations
Programs**



Getting started

- Many of us will be involved in strategic planning at our organizations**
- We are not experts – but we want to share our experiences, and start a conversation**
- Who has done one recently? Who used consultants?**
- What is the purpose of strategic planning for health care organizations?**



Two Distinct Campaigns

Providence Care:



Bruyère Continuing Care:



The Providence Care Experience

- **Began in August 2008**
- **Engaged consultants**
- **Communications department led internal campaign**
- **Included staff survey, focus groups**
- **Began with open letter to all staff from CEO/Board chair**
- **Regular communications to staff - key**



The Bruyère Experience

- **Set the tone early on**
- **Buy-in from staff**
- **Record results**



Take Note

- **Who cares about the strategic planning process?**
- **Who *should* care?**
- **Who needs to do what to make the process a success?**

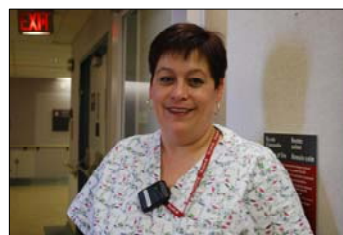


Who is Your Audience?

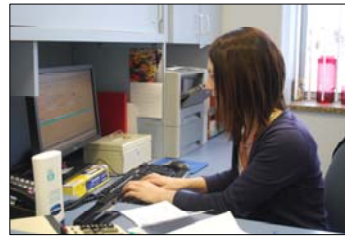
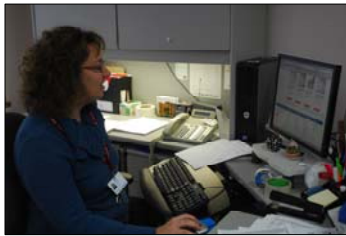
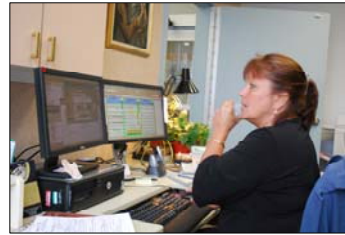
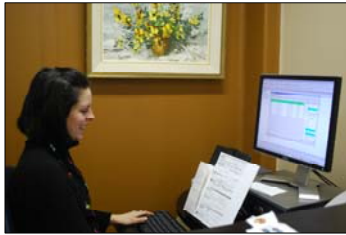
- **Providence Care – internal**
- **Bruyère – internal and external**
- **Clinical Caras and Electronic Erins**



Clinical Caras and Kevins



Electronic Erins and Eddies



Who Cares?

- **Keeping it in perspective**
- **Bruyère experience – to the external community we go**
- **Solutions? Suggestions?**

Achieving Involvement - Simplicity Counts

- Branding your planning process
- Slogan for process
- Make connections between stakeholder feedback and progress of strategic planning
- As strat plan is developing, consider:
 - Use of Vision as organization slogan
 - Easy, memorable strategic directions



Simplicity Counts... 2

Providence Care Vision (old): *Our Vision is to be recognized by the communities we serve as Southeastern Ontario's leading provider of compassionate, non-acute health care and a major centre for related research and learning opportunities.*

Providence Care Vision (new): *Providence Care will lead the way in compassion and discovery.*



Power in Numbers

- **Survey challenges – how do we get participation?**
- **Focus groups – another option for engagement**

Providence
Care

SOINS CONTINUS
Bruyère
CONTINUING CARE

If You Take Away Only Three Things:

1. **Audience – set your target**
2. **Awareness – set realistic goals**
3. **Involvement – keep it simple, be innovative in your approaches**

Providence
Care

SOINS CONTINUS
Bruyère
CONTINUING CARE

Let's Talk

Workshop component...



Check These Out

Providence Care:

http://www.providencecare.ca/cms/sitem.cfm/about_us/vision_mission_and_values/

Bruyère Continuing Care:

http://www.bruyere.org/bins/Strategic_plan.asp?cid=6-4422&lang=1

Credit Valley Hospital – use of video:

<http://www.cvh.on.ca/2010-2015/index.html>

Seattle Children's hospital – how a strat plan can tell a story:

<http://www.seattlechildrens.org/about/strategic-roadmap/>

Toronto Rehab – using the annual report to promote the strat plan

<http://www.torontorehab.on.ca/annualreport09/hospital.asp>

Royal Ottawa Health Care Group – keeping it straightforward, easy and clear:

<http://www.rohcg.on.ca/about/documents/InspiringCareFactSheet.pdf>

Thank You!

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