

Customisable communications plan

Patient/Human Experience Week 2023

Please use the template communications plan in this document to plan your approach to engage stakeholders attached to your service this Patient/Human Experience Week. A variety of digital and physical tactics and materials have been developed by the Care Opinion team available through direct download on the Care Opinion website, or via request through the Care Opinion team. Use the below prompts to consider what materials and key messages need to be implemented or developed to support stakeholder understanding and interaction with the Care Opinion platform.

# **Physical tactics**

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| **Target audience** | **Communication method & application** | **Key message** | **Owner** |
| Consumers | **Badges:** Can be laminated and hole-punched to attach to staff lanyards or handed out on the ward or at discharge.  | * Your story starts and ends with the care from our staff. We would love to know how they feature in your story and how they made you feel. It isn’t just the clinical staff who form part of your experience of care.
* Your story is important to us and we would like to hear from you during Human/Patient Experience Week.
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| Consumers | **Booklet of stories:** Used in waiting rooms and libraries. Can include QR codes that link to the website. | * Your experience is our experience too
* This is what a stories of patient experiences look like.
* We listen to and value patients’ stories shared on the platform
* It’s easy for you to share your story, just like others have.
* Your story starts and ends with the care from our staff. We would love to know how they feature in your story and how they made you feel.
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| Consumers | **Posters and Invitation links:** Display in service at ‘Care Opinion corners’ with other feedback options i.e. kiosk mode on an iPad and leaflets.Develop and tailor a series of invitation links inviting consumers to share their stories with specific departments.  | * It’s easy for you to share your story, just like others have.
* Your story starts and ends with the care from our staff. We would love to know how they feature in your story and how they made you feel.
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| Consumers who have submitted a complaint via the Patient Experience Team | **Emails and/or texts to patients who have submitted complaints that have been resolved in the past 6 months**  | * The complaints process is part of the patient experience and we value feedback about the way your complaint was handled and resolved.
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| Staff and consumers | **Selfie frames:** Can be included at Care Opinion corners/Tell your story station. For order directly through Care Opinion.  |  |  |

# **Digital tactics**

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| **Target audience** | **Communication method & application** | **Key message** | **Owner** |
| Staff | **Widget:** Each hospital embeds a stories widget filtered for the hospital and a criticality rating of 0 (or stories tagged with ‘CO Hero’) from 22 March to 31 May 2022 to showcase the excellent contribution staff make to the care experience. The widget gets embedded on the following pages:* Careers
* Intranet

Instructions on the Care Opinion webpage: <https://www.careopinion.org.au/info/squidget> | * **Staff (intranet):** YOU are the patient experience. We couldn’t provide the service we do without the work of our valuable staff. See what our patients and consumers have had to say about the experience in our service.
* **Staff (careers)**: We know our staff do a great job, here’s what our consumers have to say.

OR * We appreciate our staff as much as our consumers do. Here’s what they have to say.
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| Consumers | **Widget:** Each hospital embeds a stories widget filtered for the hospital and a criticality rating of 0 (or stories flagged with ‘changes planned or made’) from 22 March to 31 May 2022 to showcase the commitment the service has to listening to consumer stories. The widget gets embedded on the following pages:* Latest news/home page
* Compliments and Complaints/feedback

Instructions on the Care Opinion webpage: <https://www.careopinion.org.au/info/squidget> | * **Consumers:** Your story starts and ends with the care from our staff. See what others have said about our service and share your story with our team through Care Opinion.
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| Staff and consumers | **Social media tiles:** Post on social media to encourage stories. Include some with story quotes and give direct staff shout-outs. Use invitation links in the caption. | * Your experience is our experience too.
* Your story starts and ends with the care from our staff. We would love to know how they feature in your story and how they made you feel.
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# **Combination of physical and digital tactics**

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| **Target audience** | **Communication method & application** | **Key message** | **Owner** |
| Responding staff | When responding to criticality 0 stories where staff are commended by name, let storytellers what impact the story had on those staff. This can also apply when the feedback is for unnamed staff within a department. In this session, we will encourage services to:* Add a member profile called ‘CO Hero’
* The Responding Officer responds as they normally would
* Site Admin enters a response on behalf of the CO Hero named, passing a message along to the storyteller as a secondary response.

Alternatively, it may be that the Responding Officer submits their response but also passes on a message from the staff member who was named, adding their text in quotation marks.  | * We couldn’t provide the service we do without the work of our valuable staff. This is how we will ensure that positive feedback reaches the staff who were involved in this consumer experience.
* Your story was heard by the person you thanked/commended.
* Your story makes a difference to the staff you thanked.
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| Staff | Implement a **staff recognition** program* Nominate for an individual award
* Nominate for a team/department award
* Name in newsletter, aligning with how they have demonstrated an organisational value
* Personal thank you email from the CEO
* Widget on Intranet
* Recognition morning tea
 | * **Staff:** YOU are the patient experience. We couldn’t provide the service we do without the work of our valuable staff. See what our patients and consumers have had to say about the experience in our service. Staff have impact at all levels of the patient experience, not only do patients and families recognise your efforts, but we do too.
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