



MANITOULIN HEALTH CENTRE COMMUNICATION PLAN 2018-19

INTRODUCTION:

Manitoulin Health Centre (MHC) recognizes the importance of appropriate, accurate, timely and well disseminated communication. Health care organizations deal with many kinds of information and utilize numerous mechanisms to communicate with stakeholders, both internally and externally.

Communicating with stakeholders is a key strategic priority for MHC and is embedded as such within the Strategic Plan.

COMMUNICATION TEAM:

Manitoulin Health Centre utilizes the Senior Management and Management Teams as the groups primarily responsible for the organization's alignment of efforts around communication. The President and Chief Executive Officer, who is a member of these two teams, has delegated authority from the Board of Directors for formal external communication to stakeholders.

STRATEGIC ELEMENTS:

The Communication Plan must be in alignment with the Strategic Plan of the organization. The following are key elements concerning communication, contained within MHC's Strategic Plan:

MISSION STATEMENT:

"To contribute to the health and well-being of all who come to us in need"

VISION STATEMENT:

"Putting patients first, as we lead and collaborate within our health care network"

Key Value concerning communication:

- ***We believe we have a duty to provide information to the people we serve:***
 - < to assist them in making informed choices;
 - < about the structure of Ontario's health care system;
 - < concerning our services; and
 - < about our focus on the responsible use of health care resources.

Important Strategic Directions and Goals Concerning Communication:

- Enhance our patients' experience
- Live our Leadership Role
- Foster Staff Knowledge and Engagement

- Improve communication inside and outside of the organization
- Improve care linkages and transitions
- Develop Hub-based Initiatives
- Enhance our Ability to Govern Well
- Develop Leadership Skills
- Implement Focused Skill and Knowledge Transfer Initiatives for Staff

MANITOULIN HEALTH CENTRE COMMUNICATION WORKPLAN 2018-19

Strategic Direction/Objectives	Target Group	Action Item (s)	Accountability	Timeframe
Enhance patients' experience				
Improve communication inside and outside of the organization	1) All MHC Staff and Partnering Stakeholders 2) Residents and Visitors	A summary of Board meeting discussion and decision items will be distributed by email to staff and stakeholders Produce an Annual Report – post it in the local paper and MHC's website	CEO CEO	Within 1 week following each meeting of the Board Aug 2018
Improve care linkages and transitions	Manitoulin Circle of Care	Meet with Health Care Collaborative members at least 4 times in 2018-19 and focus upon common care issues and joint strategic objectives	Director Clinical Innovation and Partnerships and CEO	By March 31, 2019
Live our Leadership Role				
Develop Hub-based Initiatives	Manitoulin Health Collaborative	Move forward with a common website for the Collaborative	Director Clinical Innovation and Partnerships and CEO	By March 31, 2019
Enhance our Ability to Govern Well	MHC Board of Directors	Work with MHC's Board to draft an Annual Board Work Plan	CEO and Board Chair	By Oct 31, 2019
Foster Staff Knowledge and Engagement				
Develop Leadership Skills	MHC Management Team	Utilize the new competency based framework across the organization, for all positions	Director HR, and CEO	By March 31, 2019