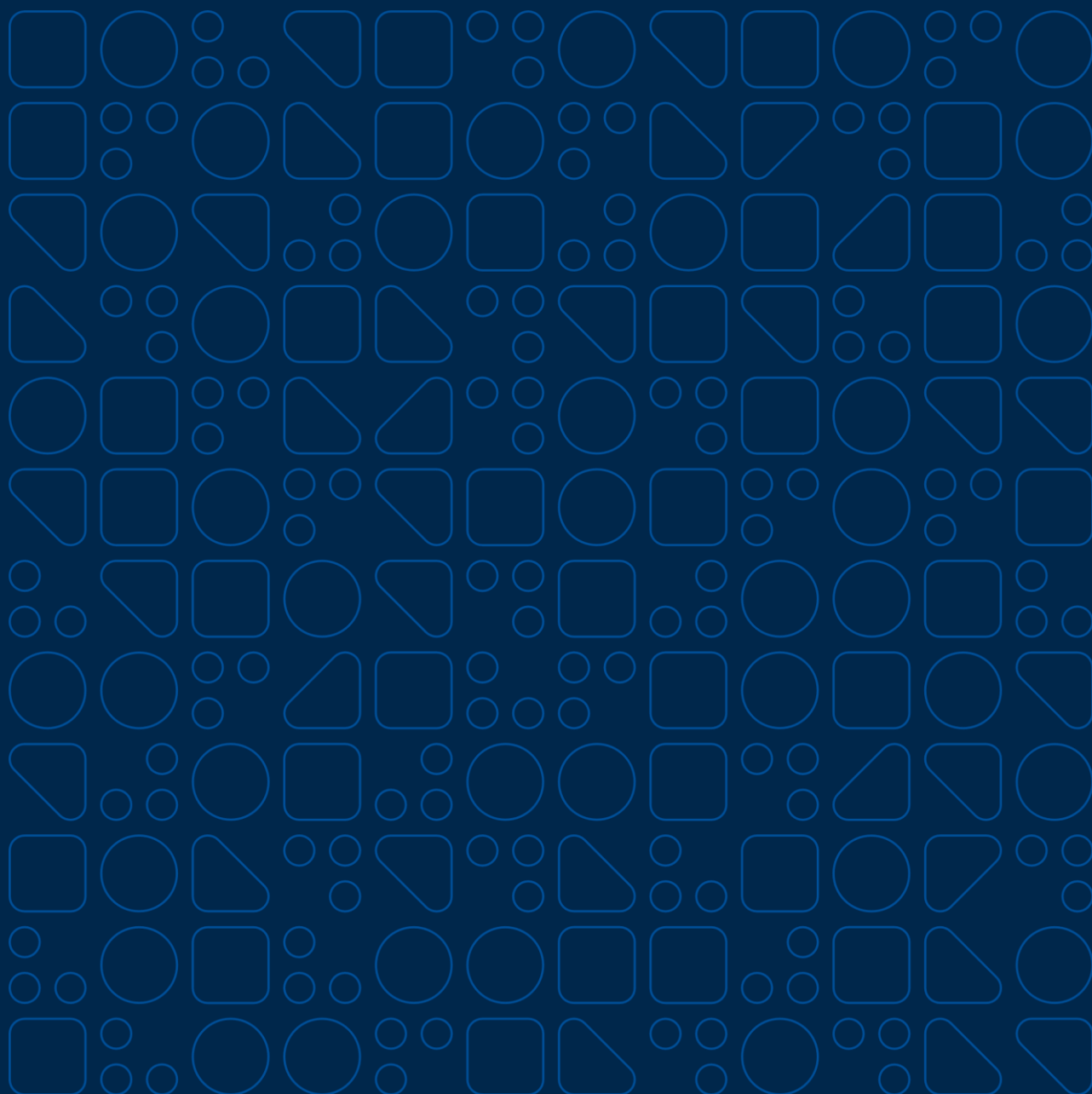


Communication at Ahus

Objectives and Responsibilities



Communication at Ahus

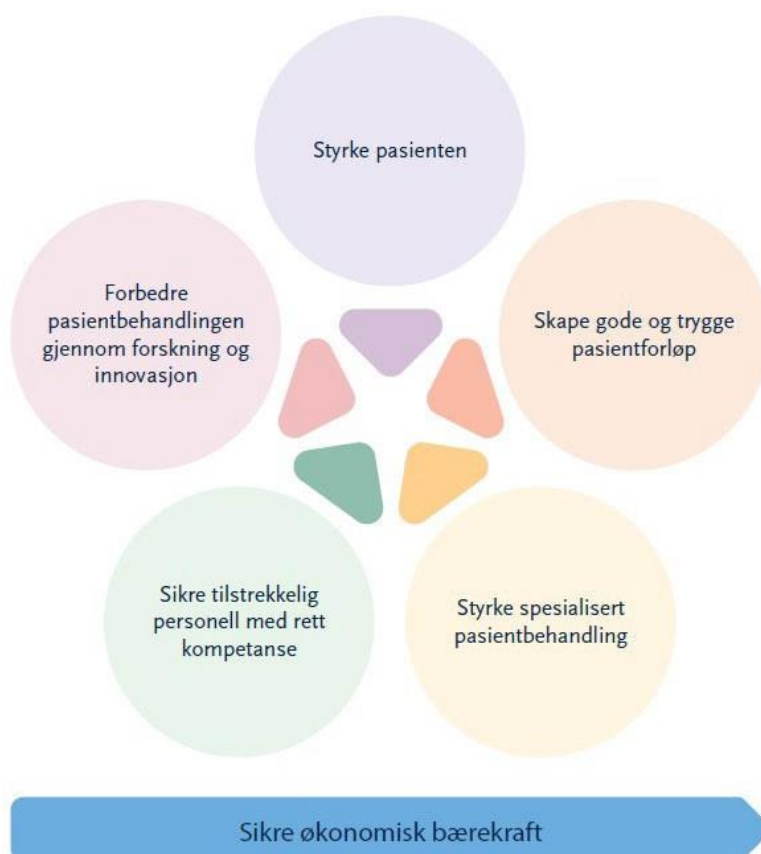
This document describes the objectives and division of responsibility for the communication activities at Akershus University Hospital (Ahus).

Trust and reputation are built primarily through the quality of our business and deliveries, and the way we present ourselves to everyone who is in contact with us

What do we aim to achieve with our communication?

The communication activities at Ahus shall contribute to making the business visible and convey the diversity of our activities.

Communication shall be a central part of all our activities – internally and externally, and contribute to realising and communicating prioritised measures in the hospital's strategic planning. It will support the hospital's overall objectives, main objectives, and focus areas in Development Plan 2040 and contribute to their follow-up.



Our communication should also be a central tool in living up to our vision - in encounters with patients, relatives, and staff – and towards the general public:

Humanly close – professionally strong

- The vision "Humanly close – professionally strong" is the foundation and guiding principle for providing good, equitable, and tailored specialist health services to all who need it, regardless of age, gender, gender identity, sexual orientation, place of residence, language, ethnic background, health literacy, and ability.
- Our health services should place the patient at the center. Users should be involved in the development of patient services and have the opportunity to influence decisions related to their examination and treatment.
- Investment in high-quality research, innovation, and education should be closely integrated with patient care and benefit patients, while Ahus is strengthened as a university hospital.
- The vision is an inspiration for internal pride, good involvement, and collaboration across established professional environments, through open dialogue and communication.

Communication goals

The communication at Ahus will contribute to realizing and communicating our main goals and our core business – and underpin our vision – through four communication goals:

1. **Take responsibility for ensuring that we have informed, motivated, and proud staff**
2. **Provide patients and next of kin with the prerequisites to safeguard their rights and to take responsibility for their health**
3. **Build trust with the outside world**
4. **Show willingness and ability to improve**

Sub-goals, instruments, and channels

I. Take responsibility for ensuring that we have informed, motivated, and proud staff

Secondary objectives: Through our communication work, we will:

- communicate the company's main objectives, strategy, and decisions to employees
- promote Ahus as an attractive workplace and help retain and recruit employees
- help ensure that employees are involved in decisions and planned development of the business
- show that diversity is a clear strength for solving our many tasks
- highlight activities, treatments, and results that can create internal pride in their unit, and that can promote a common identity across departments
- Include employees by telling what is happening – where, when and why?
- Reach all employees independently, by function, role, and workplace

Relevant instruments and channels:

- continue and develop the Director's general meetings
- Ongoing management dissemination in the line – vibrant dialogue and interaction
- Internal and adapted communication work in all departments
- build tribal culture through initiatives such as Employee of the Month, Leader of the Year, Today's Rose, and the like
- Highlight employees' efforts in relevant channels – internally and externally
- Active use and development of relevant information channels – such as info screens, intranet, email, social media, meetings, seminars
- develop a new intranet and the tools in M365 and Teams into channels that complement each other in reaching out more easily to employees with central and local information
- Further develop targeted and effective channels to reach all employees
- develop good advertisements and instruments that contribute to the desired recruitment
- other

2. Give patients and relatives the conditions to be able to safeguard their rights and to take responsibility for their own health

Secondary objectives: Through our communication work, we will :

- coordinate and further develop information about assessment and treatment – show what happens before, during, and after treatment
- choose channels and language forms that reach and are understood by our users
- collect and use feedback from patients, relatives, and their organisations in planning our activities
- further, develop and highlight courses and training in mastering one's health
- strengthen communication with our partners to achieve good transitions for patients between the different stages of treatment
- further develop the digital dialogue with patients to simplify the process from appointment booking to attendance and further follow-up
- further, develop and disseminate digital channels for home follow-up and patient treatment where the patient is
- develop and strengthen the oral dialogue in the encounter between healthcare personnel and patients in treatment and care
- highlight research and clinical treatment studies that patients can participate in

Relevant instruments and channels:

- further, develop ahus.no as a communication channel and as an important part of patient treatment
- contribute to the expansion and active use of the national database for patient information and treatment texts
- review and quality assurance of patient letters and publications aimed at patients and relatives.
- focus on awareness-raising, education, and training in good clinical communication
- further, develop the competence bridge and other channels to strengthen the interaction with patients
- contribute to information in multiple languages and availability of relevant interpretation services
- facilitate targeted information through local media

3. Build trust with the outside world

Secondary objectives: Through our communication work, we will :

- help create security and trust in our patient services
- highlight that we have a high-quality assessment, treatment, and emergency preparedness
- present our business with a clear and comprehensive Ahus identity
- show that we have good preparedness to receive the critically ill - and to handle acute incidents and progress
- emphasize openness and service towards partners, critics, and the public
- highlight the Ahus research and show its significance for patient treatment
- promote Ahus as a university hospital and educational institution
- use the hospital's experts in investigation, treatment, and research - as guides for the population
- create good and useful arenas for dialogue with central and local authorities and partners

Relevant instruments and channels:

- an open and active relationship with the media to disseminate our business – in accordance with our media policy
- present performance development and professional efforts in key operational areas via media, ahus.no, and social media
- present and draw attention to plans and relevant measures for the future Ahus
- disseminate research and its significance in their channels, media, and relevant professional journals
- develop and continuously update dissemination plans in clinics, divisions, and staff
- be well prepared for communication in crisis and emergencies, based on our emergency preparedness plans and action plans
- facilitate visits from authorities, professional bodies, politicians, partners, and other relevant guests – in accordance with our visit policy
- give priority to the work on good, well-prepared responses to relevant authorities and consultative bodies
- present our activities at seminars and conferences – with a clear Ahus identity
- other

4. Show willingness and ability to improve

Secondary objectives: Through our communication work, we will :

- be open to criticism, input and tips – and take it seriously
- be a learning organization
- show that we give high priority to quality and improvement work
- highlight measures and results in the improvement work

Relevant instruments and channels:

- prioritise the work of assessing and responding to critical media inquiries – based on our media policy
- emphasise good and fact-based feedback to various government bodies and supervisory authorities
- coordinate and communicate common learning and follow-up points internally and externally – show that we learn
- highlight successful improvement measures internally and externally and support improvement efforts
- disseminate results of improvement and other relevant investigations
- disseminate and support relevant training measures
- other

Division of responsibility

Communication at Ahus is a shared responsibility:

A managerial responsibility

Communication is a managerial responsibility that follows the case responsibility. The individual manager and academic responsible have responsibility for information internally and externally within their field of expertise. Communication must be included as a central and active tool both in the daily work and in the planning of the business.

Communications department – roles and tasks

The Communications Department has a special responsibility for communication. This means that the department shall:

- assist clinic professionals and staff by being a driving force, advisor, and tool for planning and implementing good and targeted communication
- contribute with strategic advice and quality assurance of communication work - and ensure that our communication is comprehensive and coherent
- cooperate closely with the clinic and staff in the daily, practical communication work
- be responsible for the practical implementation of various communication measures:
 - coordinate media management and political visits
 - coordinate communication in emergencies
 - editorial responsibility for the website and responsibility for further developing ahus.no
 - editorial responsibility for the intranet – responsibility for further developing the new intranet so that it becomes a useful tool for different parts of the organization
 - coordination, training, and guidance in the use of information screens
 - coordinate and further develop active use of social media
 - assist with follow-up related to staff and patients' use of social media
 - assist with language and visual design of information materials

Prerequisites for success

To succeed, our communication must:

- be well integrated into day-to-day professional activities
- prioritised by the individual manager and everyone with case responsibility
- be targeted and based on knowledge of the target groups' needs, prerequisites, and views
- be accommodating and emphasize respect, openness, and involvement
- have a good and clear language that can be understood by everyone
- quality assures that what we convey is up-to-date and reliable

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