

# External Communications in Healthcare: Engaging with Patients and Connecting with Stakeholders

Taking place in Zone 1 Central London (Venue TBC) | Wednesday 24th January

10.15 **Registration & Morning Refreshments**

11.00 **Chair's Introduction**

11.05 **Strategies to Develop Stakeholder Relationships and Improve Patient Communication**

- Identifying your key audience and developing engagement strategies and tools to communicate with them more effectively
- Expanding and promoting your “brand” and reputation to enhance patient and stakeholder confidence
- Ensuring that communications are clear, accurate, tailored and targeted
- Encouraging frontline staff to see effective external communication as part of their role
- Crisis communications: managing your message
- Showcasing your good work: developing your online & social media presence
- Promoting your methods of digital & mobile communication with patients
- Evidence-based communications: using data to provide insight into your approach

13.00 **Networking Lunch**

13:45 **Good Practice Seminar: Learning from Others and Measuring Success**

- National examples of good practice in developing and implementing an effective communications strategy
- Learning from those working differently across the country
- Measuring success: monitoring and auditing the efficacy of communications
- Linking communications with your values, strategic priorities and business plan

15.30 **Event Close**

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# Booking Form

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