Ensuring consistency in healthcare communications

The intersection of productivity, compliance and the patient experience.

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Introduction

The global crisis around COVID-19 has highlighted the important role which healthcare plays in society. But it's also exposed some areas of difficulty.

Healthcare is a vital part of everyday life. In the current climate, the need for trusted healthcare organizations has never been more important. As individuals turn to healthcare providers in search of trusted and up-to-date information, a healthcare brand that is recognized and well-known is powerful.

However, healthcare organizations are under considerable stress and pressures that make maintaining brand a low priority. In turn, this impacts the standards of healthcare communication that they can provide, as they focus their limited resources on patient care.

But maintaining a consistent brand throughout all communication is possible.

This guide will:

• Detail the challenges that healthcare organizations face in their branding and communication.

• Outline a solution that tackles these difficulties and frees up vital time and resources.

• Explain how healthcare organizations can improve their communication and provide a better patient experience.

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Communication challenges
for healthcare organizations

Clear, updated and relevant communication from healthcare organizations is vital, but it is often problematic to achieve.

Communication is a central part of healthcare. The communication needs range from general advice for health improvement and promotional information to confidential patient communication, with details about treatment plans, medication, surgery and referrals.

Healthcare organizations produce a large amount of communication on a daily basis, and every piece needs to be up-to-date and correct, and comply with the latest legal requirements, medical regulations, confidentiality requirements, and approved health messaging.

The difficulties in communication from healthcare organizations are widespread but can be grouped into the following four key areas.

Need for external brand consistency

Healthcare brands often do not appear unified across all external communication touchpoints.
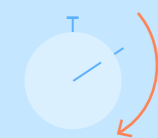
Need for internal brand consistency

Inconsistency is rife within the varying departments, teams and units in a healthcare organization.

Increasing need for digitization

It is difficult to support the demand for more digital communication and ensure governance in new platforms.

Difficulties in prioritizing resources

Communication requires content and financial resources, and these are often cost-intensive.

Need for external brand consistency

Healthcare organizations cover many different activities – the same organization can be responsible for multiple hospitals, departments, clinics, research facilities, website services, and more.

Healthcare organizations often lack a unified system that ensures all communication is aligned and on-brand.

A patient interacting with a healthcare organization is in a vulnerable position and needs to be sure they can trust the organization. This trust develops through repeated brand exposure, brand associations, and brand consistency.

When healthcare organizations have inconsistent branding, it confuses and concerns patients. For example, referral letters can contain different branding from the hospital website, or documents from within one clinic can display outdated brand elements. Unstable brand representation lessens trust in the organization, and the lack of trust negatively impacts the patient experience.

Brand inconsistency also limits the reputation of the organization. If a healthcare organization is producing and promoting major research, the benefit is limited when the research cannot be recognized as linked to the organization.

Not controlled

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Need for internal brand consistency

Communication problems aren't just external either; healthcare organizations also struggle to maintain a consistent brand internally, and this harms the perception of the organization.

When different medical professionals present research, send letters and emails, and share information in various other ways, they struggle to ensure consistent branding across all communication forms. Often, this is because they cannot easily access the correct brand assets, and time pressures make it simpler to use outdated forms.

Off-brand elements promote more off-brand elements, weakening the brand image. Brand recognition increases trust, and inconsistent branding weakens it - even within organizations.

When employees see other employees using incorrect branding, it does not inspire them to spend time ensuring their work is on-brand. As a result, the branding loses internal coherence, and employees are less likely to ensure brand values are communicated across every aspect of their work.

This is especially true when the organization lacks tools to empower employees to produce on-brand content, and results in a chaotic mix of inconsistent brand presentation across communication.

Patient information form

Consent to treat form

Consent to immunization

Release of information

Patient instructions

Information questionnaires

Progress notes

Missed appointment policy

Patient financial responsibility waiver

Hospital discharge summary

Medical test

Mental status examination

Operative report

Healthcare proxy

HIPAA form

DNR form

Clinical trial documents

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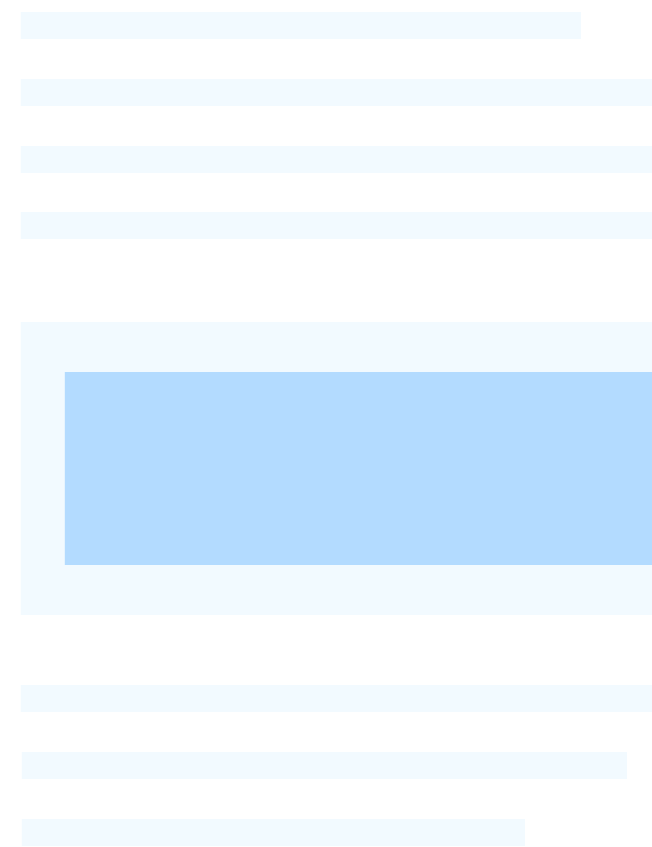
Increasing need for digitization

Healthcare organizations need to be able to provide healthcare information quickly and efficiently. However, many do not have systems that can provide these updates quickly enough.

There is a consistent demand for accurate health communication; updated health advice, treatment recommendations, changes to patient interaction, hospital protocol, and more.

Threat of incompliance
The consequences of rushing communication and providing incorrect details can be severe, including wrong appointment information, invalid requests for information, and incorrect prescriptions or treatment details. Incompliance is a real threat to healthcare organizations, particularly where new communication models and systems leave governance gaps and lead to compliance failures.

Inefficient time delays
As more individuals are turning to digital means for their healthcare information, delays in providing information are hindering organizations. 2020 has exposed the need for healthcare organizations to provide accurate and up-to-date health information at all times, and those that cannot do this quickly will be left behind by the competition.

For example, something as simple as a change to a letter template often has to go through an external content team, and there is usually a significant time delay due to this, which leads to slow and inefficient communication that reflects poorly on the organization.

Difficulties in
prioritizing resources

The key priority of healthcare organizations is to provide the best quality care to patients at all times. However, limited resources, especially IT, content and finance, make this difficult to provide.

IT department

IT departments are vital for maintaining the complex electronic systems needed for patient treatment and care. However, they are also required to maintain tools for communication, both internally and externally. When time is limited, patient care is the priority, and communication suffers.

Content teams

Similarly, content teams need to produce new content to speak to healthcare needs or concerns, such as new illnesses or public health measures. However, they also need to spend time updating and maintaining documents used for everyday communication. As a result, there are backlogs of content requests, which take the focus from core responsibilities and lead to increased costs.

Finances and costs

Healthcare is a costly industry, and prioritizing budgets is a complex matter. Creating content is expensive, especially when it is reliant on external teams for every update to a template or document. When working within budgets, it can be tempting to avoid rebranding or updating visual assets due to the financial cost involved. Outdated templates are often used for a long time due to the financial cost of updates to them. The result of this is further brand inconsistency, which lessens the trust patients have in the organization.

Solving communication challenges in healthcare

A template management system provides a solution that solves the common communication difficulties facing healthcare organizations.

A template management system provides one point of access for up-to-date and compliant content. It minimizes resource difficulties, improves brand identity, and enables all members of a healthcare organization to focus on providing a better quality patient experience for every single individual at every stage of their journey.

Templafy's template management system removes the communication difficulties faced by healthcare organizations. As a result, resources can focus on patient care and employees can be certain they are communicating trustworthy information to all patients and audiences. Trust in the organization is then increased, and the quality of patient interaction is improved.
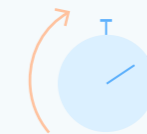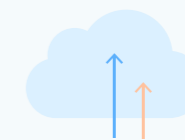
A TEMPLATE MANAGEMENT SOLUTION:

Empowers employees to create content
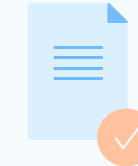
Improves legal and brand compliance

Reduces common resource difficulties

Offers a futureproof digital solution

Empowers employees to create compliant content

Templafy empowers all employees to create content that is on-brand and compliant, allowing brand consistency in communication across all internal touchpoints.

Templafy automates brand and legal compliance within every document that employees create, from research presentations to emails to patient communication.

As Templafy is accessed online or from within document creation applications, employees can easily create compliant documents themselves. Updates are distributed immediately, meaning that employees can create content in accordance with the latest guidelines, without having to wait a long time for content teams to handle requests.

Whether creating a letter, a presentation, an internal memo, or a policy document, employees can be sure that their communication is on-brand and legally compliant, reflecting approved and updated company content. There'a also no need to wait for lengthy updating processes, and it's more difficult and less intuitive to use off-brand and incorrect elements.

Through consistently providing on-brand and correct content for communication, patient safety and trust is prioritized, resulting in a better patient experience and more trust in the organization.

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Improves brand and legal compliance

Ensuring consistency in healthcare communications

Compliance difficulties are solved by making all on-brand and legally compliant assets and content easily accessible for all employees creating communication.

Up-to-date and compliant content for communication is vital, and it is provided through Templafy's platform. Once content has been updated in Templafy, it is immediately available to employees in all locations, making it easier to stay on-brand than go off-brand. Similarly, email signatures and document templates all contain the correct legal disclaimers, meaning brand and legal compliance is guaranteed in each and every document and communication.

oticon
life-changing **technology**

"Having a solution that supports our organization in delivering aligned presentations is key for a global company. By providing prefabricated slides and ready-to-use content via the library function our colleagues can more easily create professional and on-brand presentations that look great."

Thomas Haahr Kristensen, Associate Brand Manager, Oticon Sales & Marketing

As only those with admin rights update content, the most relevant versions of content will always be the available, with consistent branding and up-to-date legal compliance.This saves time as all content can be accessed quickly, with no delays due to waiting for updates or accessing the correct version.or accessing the correct version.

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Reduces common
resource difficulties
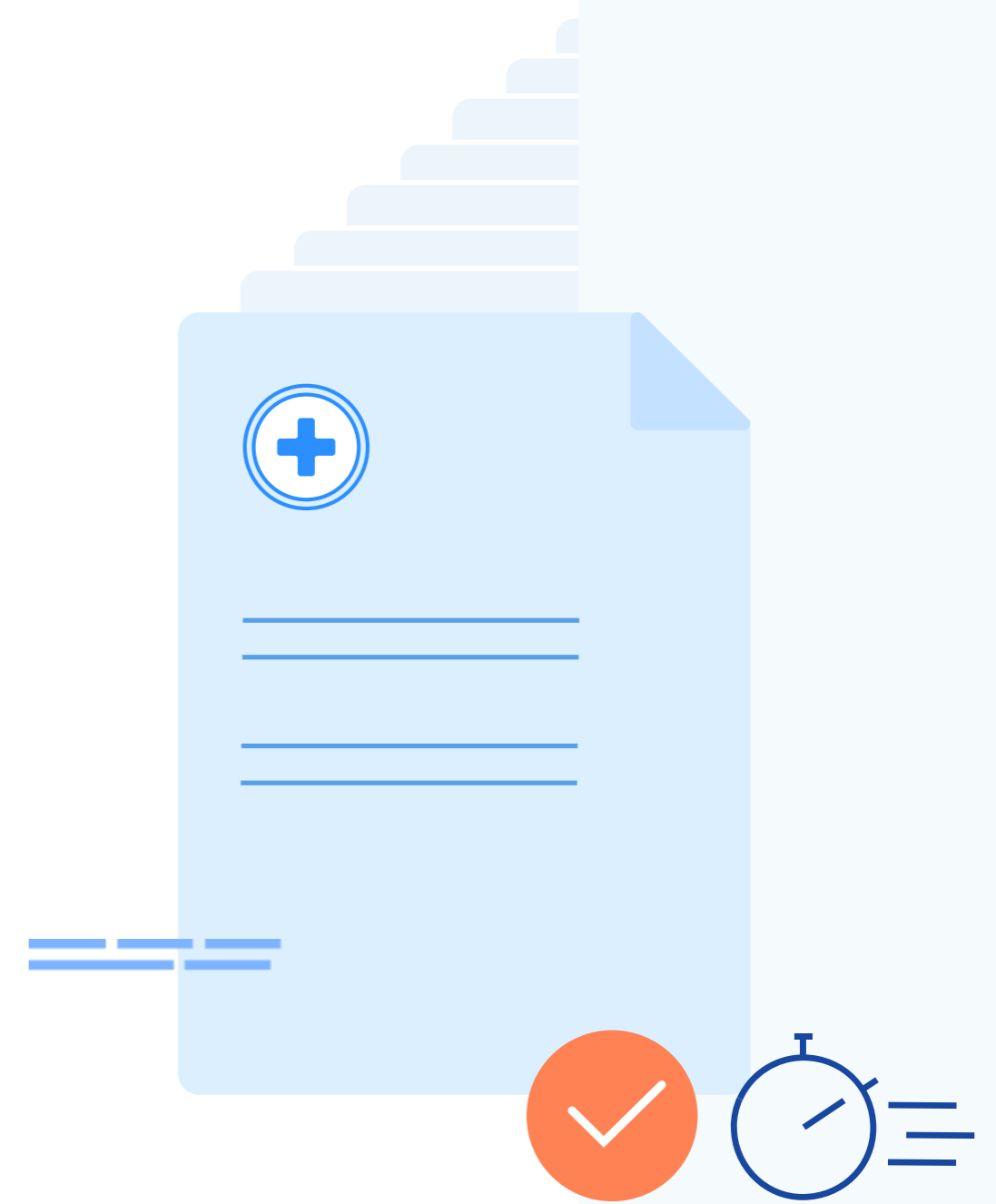
Ensuring consistency in healthcare communications

Resourcing difficulties relating to IT, content, and finance are removed through Templafy's solution which eases IT and content workloads, and has a proven ROI.

All of this frees up time and resources to focus on patient care.

IT department
Through Templafy's platform, IT teams save 95% of the time needed for content maintenance and distribution. As Templafy's platform is simple and intuitive for those with admin rights to update, the need for IT to maintain content storage systems is eliminated. IT teams can now focus their time on maintaining the systems that are vital for improving patient treatment and care.

Content teams
Similarly, by empowering employees to create documents, creative teams can focus on content that is important for branding and marketing purposes, rather than spending time updating templates for documents and emails. As a result, they can create better quality content to promote and aid the organization and support patients.

Finances and costs
Templafy's proven ROI demonstrates the cost savings associated with using the solution. All resulting savings are therefore available to prioritize for use in other areas of patient need.

95%

of IT need in supporting content is eliminated

Source: The Total Economic Impact™ of Templafy, a June 2019 commissioned study conducted by Forrester Consulting on behalf of Templafy

How Coloplast optimized
their branded communcation

How a healthcare organization used a template management system to introduce newly updated core visuals following a brand relaunch.

Company
Coloplast

Business area
Healthcare

Number of employees
12,000

Coloplast

SITUATION REQUIRING SOLUTION

Ensuring that employees use updated brand assets and document templates in healthcare communication following a brand relaunch.

Coloplast was in the process of a worldwide brand relaunch to almost 12,000 employees, across 55 countries. They had created new brand assets and document templates for their healthcare communication, but needed a way to guarantee that their employees would use the updated versions.

It was also going to be easier if the IT department did not have to be involved in every step of the process, and the relaunch could instead be carried out and deployed quickly by the Marketing and Communications department.

Wakana Pivoteau Sakihama
Head of Corporate Branding

"

Our local brand management departments can now edit corporate content directly and apply respective changes immediately – a facet our IT admins are particularly intrigued by as it takes everyday management off their shoulders and thus adds more hours to their day.

"

How Coloplast optimized their branded communcation

Ensuring consistency in healthcare communications

Providing better communication through template management.

Coloplast adopted a system which opened within Microsoft Office applications, allowing employees to access updated content for communication from where they work.

![Coloplast logo]

OBJECTIVES

Access
Employees can access approved content easily, ensuring communication is always on-brand and compliant with the latest regulations.

Update
Changes are applied within minutes, so employees can always use the latest versions of content.

Control
IT departments are no longer relied upon because brand management departments can take control of updating content.

RESULT

The brand management department can now update content and documents quickly and easily, and employees can access this updated content from within Microsoft applications. Employees are empowered to create on-brand and compliant communciation much more easily. Time is saved for the IT department, who are no longer responsible for managing content and can instead focus on other priorities.

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Futureproof solution

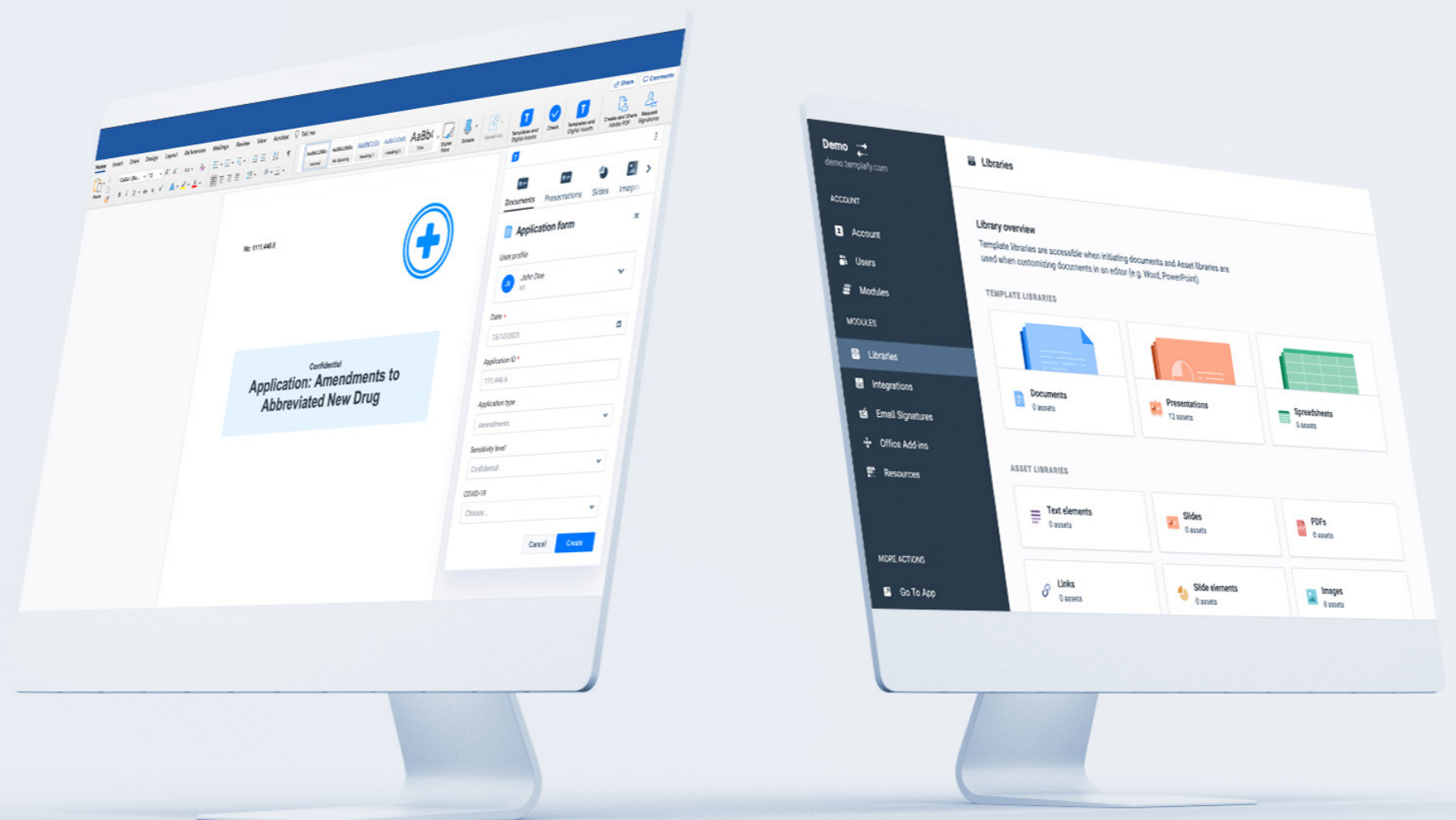## Find out more about how Templafy can help your healthcare organization here.

2020 has revealed the importance of healthcare organizations, and revealed how much their communication matters.

Ongoing digitization means that healthcare organizations need to stay ahead of the digital trend with their communication, and Templafy enables them to do this.

As a cloud-based system, Templafy is a more future-proof solution than on-premise systems, and removes the difficulties of legacy technology with better accessibility and control.

The communication challenges that healthcare organizations face are varied and complex, but they can easily be improved by using systems that support and promote on-brand communication, speed up processes, and free up time for professionals and organizations to concentrate on providing the best possible healthcare to all patients at all times.

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The cure for incompliance
in healthcare communications