

COMMUNICATIONS AND MARKETING – HOSPITAL EXECUTIVE

Why is this important?

- Drives the strategy
- Drives service delivery
- Influencers
- Connectors to the State
- Allocate budget/staff
- Decision and direction

Who do we need to target?

- CEOs, CIOs, CFOs, DONs
- Board
- Exec Team
- Divisional Directors
- Consumers (Advisory Committee's)

What are the key messages?

- Telehealth is healthcare (normalised/evidence)
- Victorian (State) approach

How can this be achieved?

- Executive Lead
- Case study – story vs \$\$ (you need both and somehow both to work)
- Working framework (executive to be challenged, review and own) – business case/paper “then ownership”
- Clinical lead

When?

- Regular communication (monthly updates, reports, committee meetings, meeting groups)

What is available already?

- Studies, pilots, strategies, business cases [share]
- Most hospitals already delivering telehealth services – will require governance/expand/grow/centralise

Who is willing to share?

- DHHS / COP / Most hospitals (this can vary though) – i.e. Melbourne Health cannot