



## COMMUNICATIONS PLAN

# Missed appointments

### BACKGROUND

Patients are reluctant about coming to the hospital sites and as a result are missing their appointments. We want to encourage and reassure pediatric and adult patients to come to their scheduled appointments through this campaign. We want our patients to feel comfortable and understand the safety precautions in place.

### GOALS

- Encourage our patients to come to their scheduled appointments, avoid having to rebook scheduled care
- Highlight the safety precautions in place (screening, extra cleaning, etc.)

### KEY CONSIDERATIONS & RISKS

- Difficult to shift attitudes towards the risk of contracting Covid-19.
- If people continue to not show up for scheduled appointments, there are implications of delaying (or not seeking) care.

### KEY MESSAGES

- Our hospitals are safe to visit for both emergency and scheduled care – we have many safety precautions in place including screening at entrances, universal masking, social distancing, and enhanced cleaning.
- Your health is important to us. Delaying your visit may have a negative impact on your health.
- If you're concerned about coming to hospital, your care provider can offer guidance and support.
- The risk of contracting COVID-19 in our community and hospitals remains low.

- Our priority is to reduce the risk of COVID-19 in our hospitals as much as possible.

## STRATEGIES AND TACTICS

- Paid advertisements in major print publications (Hamilton Spectator, Hamilton Community News including Niagara market, NewsNow, Two Row Times, Turtle Island News)
- Photography to showcase
  - Experience through the eyes of a child
  - Screening process at each site
 (as a way to ease patients' fears and offer clarity on what to expect upon arrival)
- Combined media tour with St. Joseph's Hospital featuring two spokespeople, Dr. Anthony Adili, Head of Surgery and Dr. Stephen Kelly, TBC title
  - Interviews with Bill Kelly Show, CBC, CHML

Media tour for McMaster Children's Hospital featuring Dr. Angelo Mikrogianakis, Chief of Pediatrics

- Joint opt-ed -Adult POV  
HHS only Pediatric POV
- Update website with information and photographs to help patients and families prepare for their visits.
- Storytelling opportunities
- Social media campaign to compliment the various elements
- Messaging/scripting to support patient-provider conversations at the clinical level

## TACTICAL TIMELINE – TBC

<i>Deliverable</i>	Audience	Timeline	MRP	Approver	Channel	Notes

## EVALUATION – TBC

**HHS Leaders to consult:**

*Children's*  
Bruce Squires

Dr. Angelo Mikrogianakis  
Colleen Fotheringham-Anderson  
Lori Issenman  
Lisa Webster  
Kelly Falzon

*Adult*  
Les Gauthier

Dr. Stephen Kelly  
Dr. Barry Lumb