

# Internal Communications Assessment & Roadmap

**Huddles. Intranet hubs. Daily briefings. News aggregates. Are the internal communications tools you used in the height of the pandemic still working for you?**

Many made sweeping—and successful—changes to the frequency, tools and messengers used to convey vital, breaking information. Emerging from chronic crisis mode, more than 70 percent\* of providers say they're ready to assess what to keep, leverage or jettison to sync their internal communications efforts with new priorities.



## We can help.

Using qualitative and quantitative research, our team has helped scores of healthcare organizations reach their most important audience: their employees and providers. Our comprehensive assessment addresses the effectiveness of **channels, tools, content** – even **team structure** and **resources**. From that diagnosis, and our knowledge of the latest best practices, we provide a ready-to-execute set of recommendations and roadmap to fortify your internal communications for what's next.



\*Jarrard Inc./Forum for Healthcare Strategists Spring 2021 Survey of Marcom Leaders

## A Partnership

Depending on the size of your organization, our assessments can be completed within 60-90 days.

Areas we'll explore include:



Current state of your communications channels, content, messengers and tools from in-person to digital



Current staffing, structure and leadership of internal communications



Employee communication channel preferences



How the C-Suite views, values and invests in internal communications



Technology resources and proposed investments

Trusted strategic communications consulting devoted to healthcare providers.

# Our Approach

Our work with you is grounded in three phases. We deliver a full report in a working session to refine as needed. From there, we determine next steps and the role you wish us to play in execution of the plan we've developed together.



## Due Diligence

- » Review materials
- » Assess digital properties
- » Conduct key interviews
- » Deploy survey
- » Facilitate focus groups
- » Review peer organizations
- » Study strategic plans
- » Audit current technology



## Findings & Recommendations Report

- » Objectives and methodology
- » Applicable best practices
- » Topline findings
- » Implementation roadmap
- » Recommendations including tools, tactics, platforms, resourcing and more



## Advisory/Tactical Roles

- » Strategic counsel
- » Coordinate internal team
- » Content development
- » Technology selection
- » Communications training

## What's Next?

Often, our Internal Communications Assessment leads to clarity on the need for improvement with your:

- » Workforce resilience
- » Employee burnout and workforce engagement
- » Post-merger integration
- » Change management effectiveness
- » Understanding of the organization's strategy plan and vision
- » Culture-building including mission and values reinforcement

## Clear Results

As a trusted partner, we help healthcare organizations compete more effectively, gain recognition and establish a sustainable framework for transformation. In sum, we help you make a positive impact on your workforce.

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms. For more information, visit [jarrardinc.com](http://jarrardinc.com) or follow us @JarrardInc.