



THE HEALTHCARE COMMUNICATIONS PLAYBOOK

A practical playbook to connect teams, reduce burnout, and improve patient care



A NEW APPROACH TO HEALTHCARE COMMUNICATION

In healthcare, effective communication is often the difference between calm and chaos. When your workforce feels informed and connected, **patient care thrives** — but when communication fails, confusion, errors, and burnout take hold. Just as a first aid kit is essential in emergencies, your organization needs the right communication tools to ensure **clarity, confidence, and control**.

This playbook equips healthcare leaders and communicators to drive success by empowering leadership and managers to deliver clear, consistent messaging that supports staff retention, crisis readiness, and improved patient outcomes.

With mobile-first communication strategies, you can bridge gaps between desk-based and frontline staff, ensuring critical updates **reach every employee** — no matter their role or location. This playbook also addresses the growing risks posed by digital overload and misinformation, offering solutions to improve focus and reduce errors in high-pressure environments.

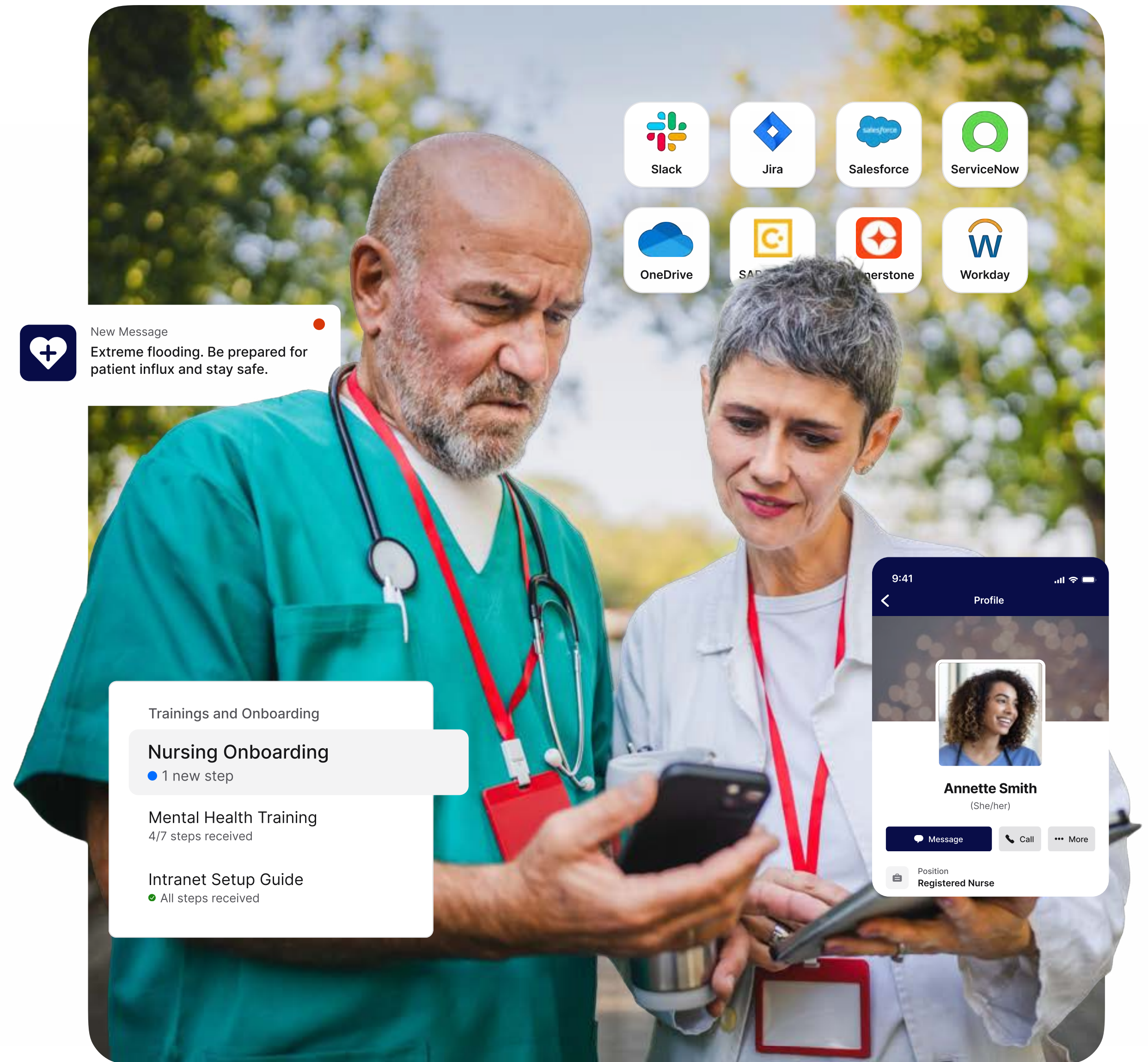


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CHAPTER 1

THE FORCES IMPACTING HEALTHCARE

The healthcare industry is under immense pressure. From hospital wards to executive offices, leaders are navigating a landscape shaped by staffing shortages, digital transformation, and growing demands for patient care. Rising burnout rates, evolving care models, and an increasing number of cyber threats have created new challenges — and communication is critical to overcoming them.

According to the International Council of Nurses, the global nurse shortage could reach **13 million by 2030**, and the World Health Organization estimates that **6.4 million more physicians** are needed to meet universal health coverage goals. Meanwhile, **85% of health system CEOs** anticipate major organizational changes in the coming years.

For healthcare leaders, this environment presents a dual challenge: caring for patients while also supporting an exhausted and overwhelmed workforce. Clear, consistent communication — delivered through modern, accessible channels — is essential for helping staff feel informed, valued, and connected.



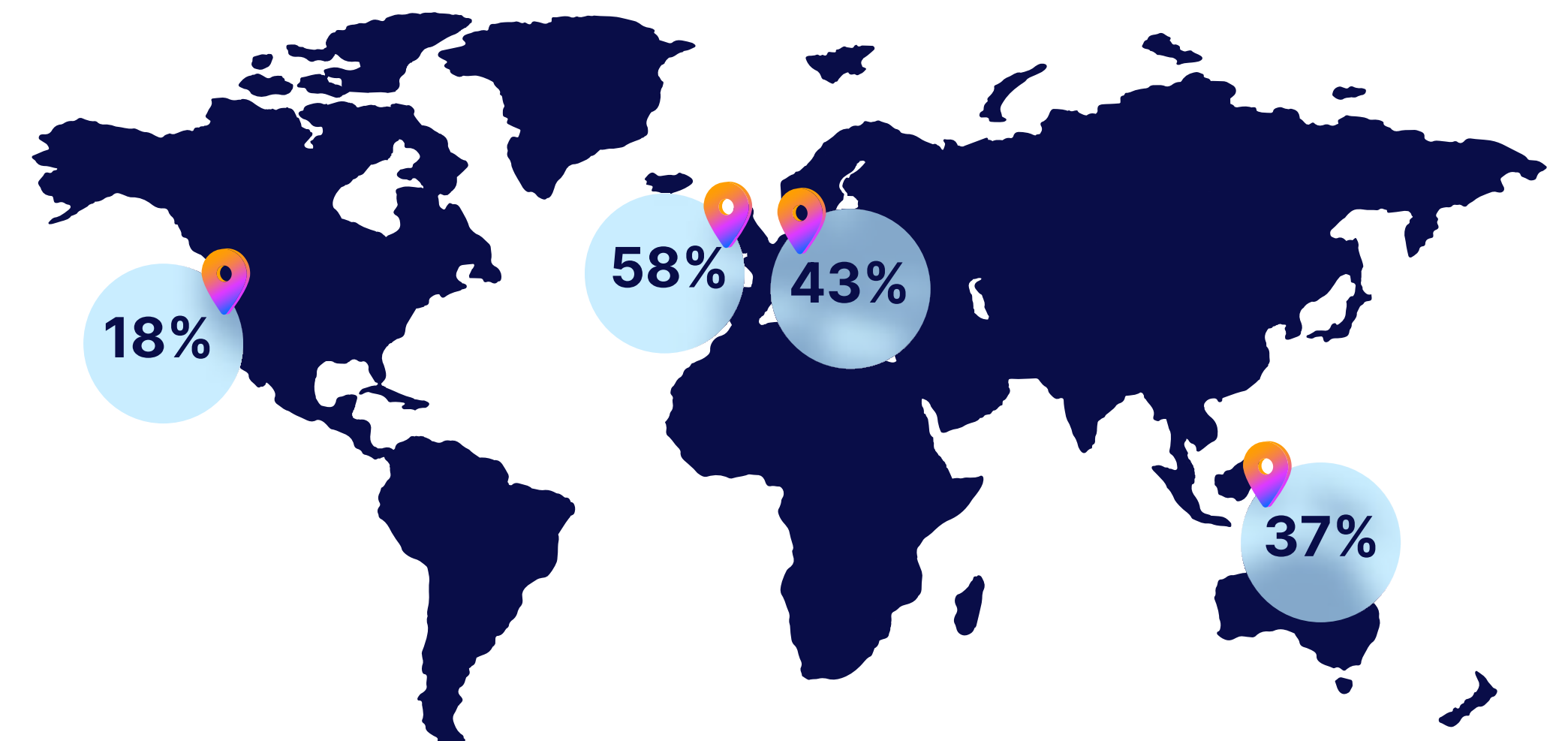
THE WORKFORCE CRISIS: BURNOUT, RETENTION, AND TALENT GAPS

Healthcare's staffing crisis continues to worsen. Whether in hospitals, nursing homes, or outpatient care centers, staffing shortages have reached critical levels — and the consequences are severe.

In the United States, hospital staff turnover averages 18.3% annually, costing organizations as much as \$5.7 million per year. In the UK, nearly 58% of nursing staff say they are considering leaving their current role. In Germany, 43.2% of nurses report they are not committed to staying in the profession over the next year." A study found that in New South Wales, Australia, 37% of nurses and midwives plan to leave their current roles within the next 12 months.

At the same time, younger healthcare professionals are hesitant to enter — or stay in — the industry. Concerns about burnout, inflexible work environments, and limited career growth contribute to a talent gap that puts further pressure on staff retention.

Without effective communication strategies, healthcare organizations risk losing staff at an alarming rate. By improving communication flow, leaders can build trust, demonstrate support, and ensure that employees feel seen and valued — all critical steps in addressing the talent crisis.



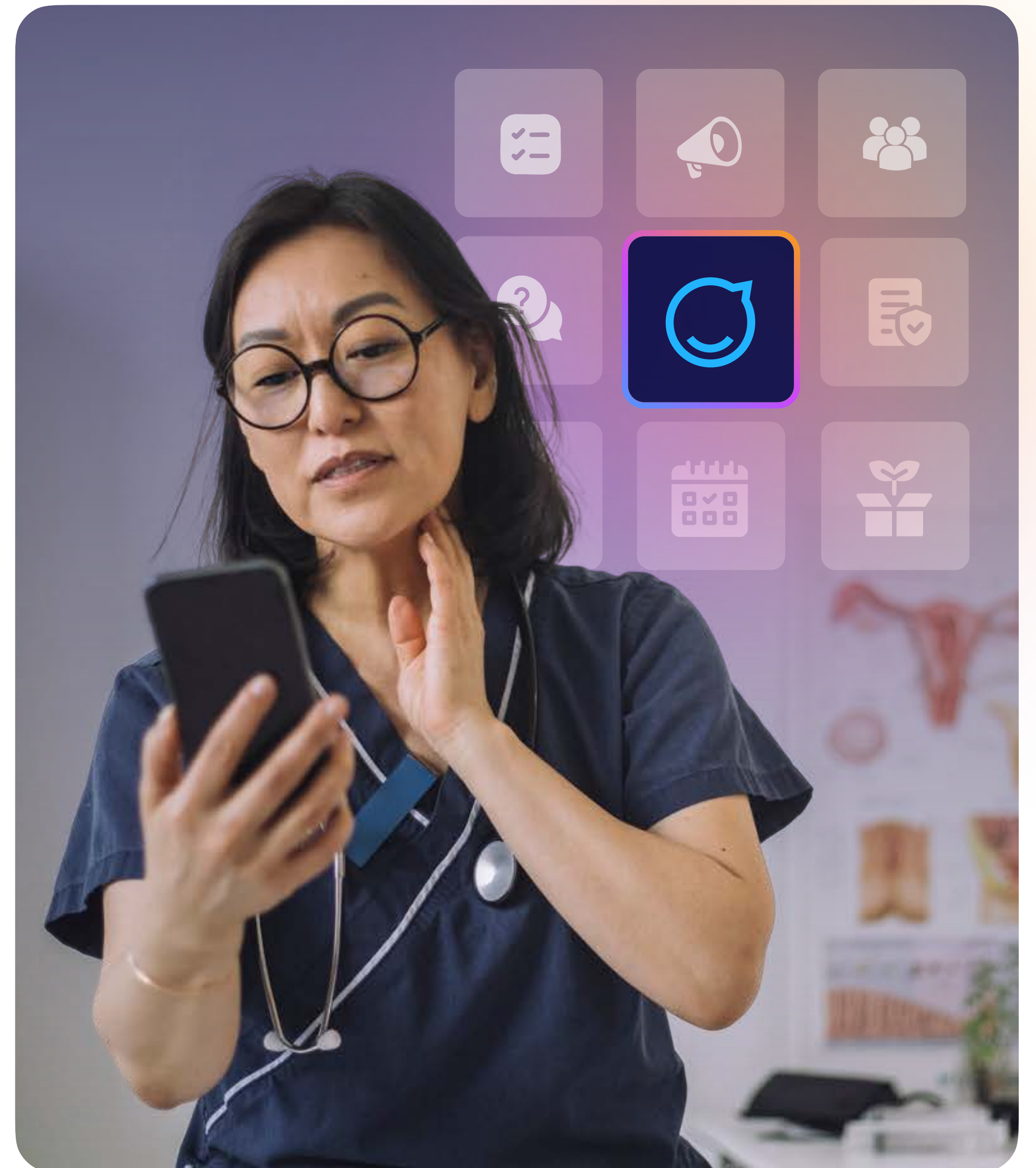
High turnover and uncertainty are affecting healthcare systems worldwide — illustrated here with staggering stats from the US, UK, Germany, and Australia.

DIGITAL OVERLOAD AND THE NEED FOR **BETTER TOOLS**

While digital transformation promises to improve healthcare delivery, outdated communication tools are creating new risks. In fast-paced environments, nurses and doctors must **constantly triage incoming information**, making it difficult to separate urgent updates from routine messages. When communication feels chaotic, staff may miss critical instructions or safety updates.

Studies show that **80% of global workers** report feeling overwhelmed by information overload. In the US, **poor communication** has been linked to **30% of medical malpractice cases**, with communication errors contributing to costly mistakes and negative patient outcomes.

To reduce noise and improve focus, healthcare organizations must prioritize **targeted, role-specific messaging** — ensuring employees get only the information that's relevant to them, through the channels they use most.



CRISIS COMMUNICATION: PROTECTING PATIENTS, STAFF, AND OPERATIONS

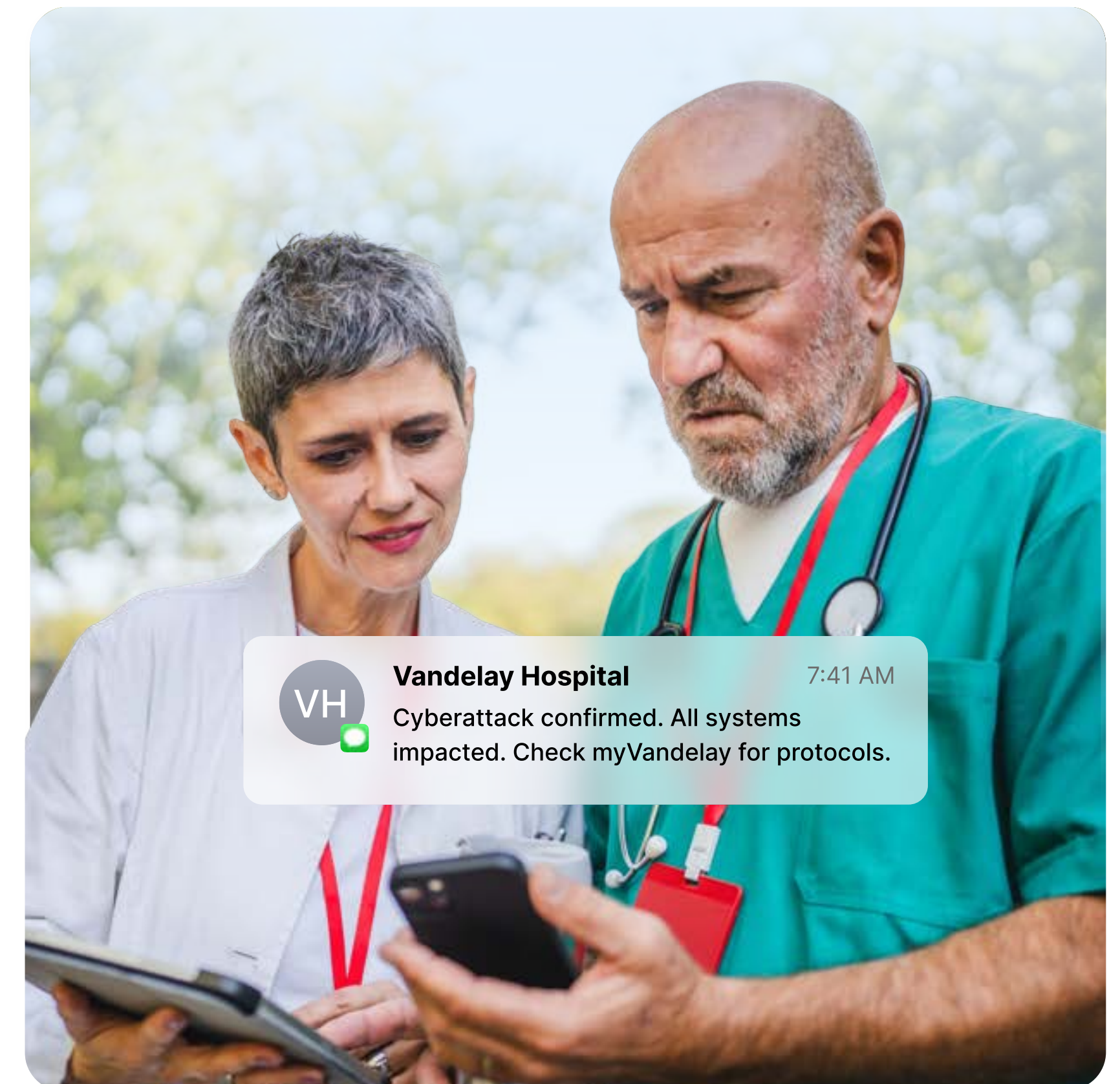
Healthcare organizations are increasingly vulnerable to crises — from cyberattacks to natural disasters to unexpected medical emergencies. In fact, **92% of US healthcare** organizations experienced a cyberattack in the past year, with 69% reporting that patient care was disrupted as a result.

During a crisis, communication is essential to protecting both employees and patients. Yet traditional methods — such as bulletin boards, manager cascades, or email-only updates — are often too slow to keep pace with urgent situations.

In moments of disruption, fast, reliable communication tools — like **branded push notifications and SMS** alerts — ensure employees get the information they need in real time. Whether it's an unexpected power outage, a data breach, or an urgent patient care update, staff must know exactly what's happening and what actions to take.

92%

of US healthcare organizations experienced a cyberattack in the past year.



THE COMMUNICATION GAPS IN HEALTHCARE

Despite the clear need for improved communication, healthcare organizations still rely heavily on outdated tools that **fail to meet the needs of busy frontline staff.**

Many nurses, doctors, and support staff are disconnected from traditional email-based communication. Instead, they rely on word-of-mouth updates, paper notices, or scattered digital channels — leaving gaps in knowledge that increase risks to both staff and patients.

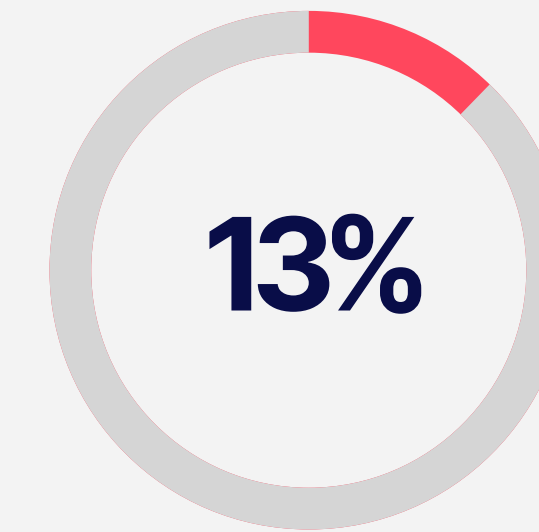
Communication breakdowns have serious consequences:

30% of malpractice cases involve a failure in communication, according to the CRICO/Harvard Medical Institutions. Internally, the disconnect is just as striking. Only 13% of employees strongly agree that leadership communicates effectively with the rest of the organization, as reported by Gallup.

And while 77% of leaders believe they provide the necessary context in their messaging, just 46% of employees agree — a significant gap that highlights the need for more effective and empathetic communication according to Axios HQ, as cited in Forbes.

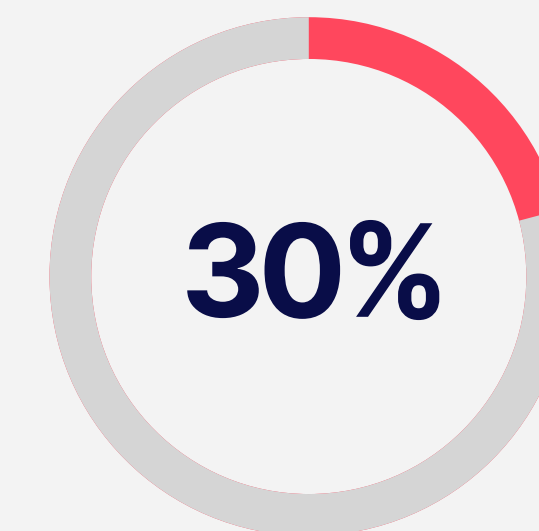
When employees lack access to clear, timely information, trust erodes, engagement drops, and patient care suffers.

The consequences are clear:



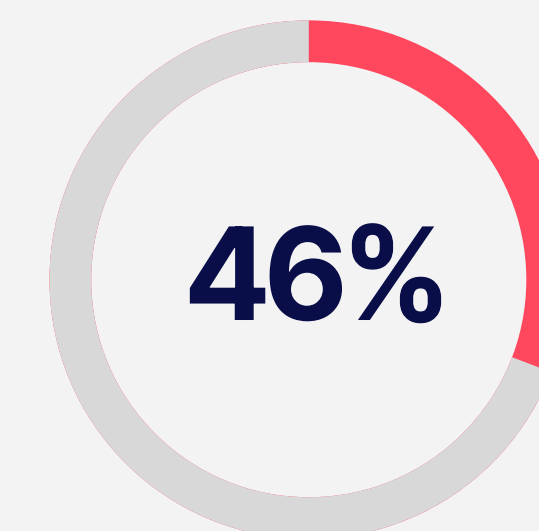
Only 13% of employees strongly agree that **leadership communicates effectively.**

— GALLUP



Only 30% of malpractice cases involve a **communication failure.**

— CRICO / HARVARD
MEDICAL INSTITUTIONS



Only 46% of employees **believe leadership comms have enough context.**

— AXIOS HQ, AS
CITED IN FORBES

EMPOWER CARE THROUGH BETTER COMMUNICATION

Bridge communication gaps, reduce noise, and give every employee the clarity they need to deliver better care.

[SEE HOW STAFFBASE HELPS](#)



THE OPPORTUNITY FOR INTERNAL COMMUNICATORS

The forces shaping healthcare today — from staffing challenges to digital disruption — require **a proactive communication strategy**. The right tools and tactics can help healthcare organizations build a connected, informed workforce capable of delivering exceptional care.

Imagine an environment where:

- **Every employee** — from frontline nurses to administrators — feels informed, supported, and empowered to provide outstanding care.
- **Leaders communicate with clarity and purpose**, building trust during both everyday operations and critical incidents.
- **Modern tools make it easy** to deliver targeted, relevant messages that reduce information overload and improve focus.
- **Employees feel recognized, valued, and connected** to your organization's mission — fostering retention and engagement.

In healthcare, clear communication isn't just a tool — it's a lifeline. The next chapters of this playbook will provide the tools and strategies you need to build a stronger, healthier communication strategy for your organization.

Start addressing communication challenges today with these quick wins:



Introduce a crisis communication plan

Ensure your team has a clear process — and the right tools — for instant communication during emergencies.



Share critical safety updates

Use push notifications in your employee app or intranet to deliver urgent reminders about patient care protocols or staff safety measures.



Launch a leadership AMA

Organize a virtual or in-person Ask-Me-Anything (AMA) session to address employee concerns about staffing, digital overload, or recent changes.



Target your messages

Implement audience segmentation to reduce information overload and ensure staff only receive the updates that are relevant to their roles.



Assess your communication health

Identify blind spots in your communication strategy by taking the → Comms maturity model assessment.

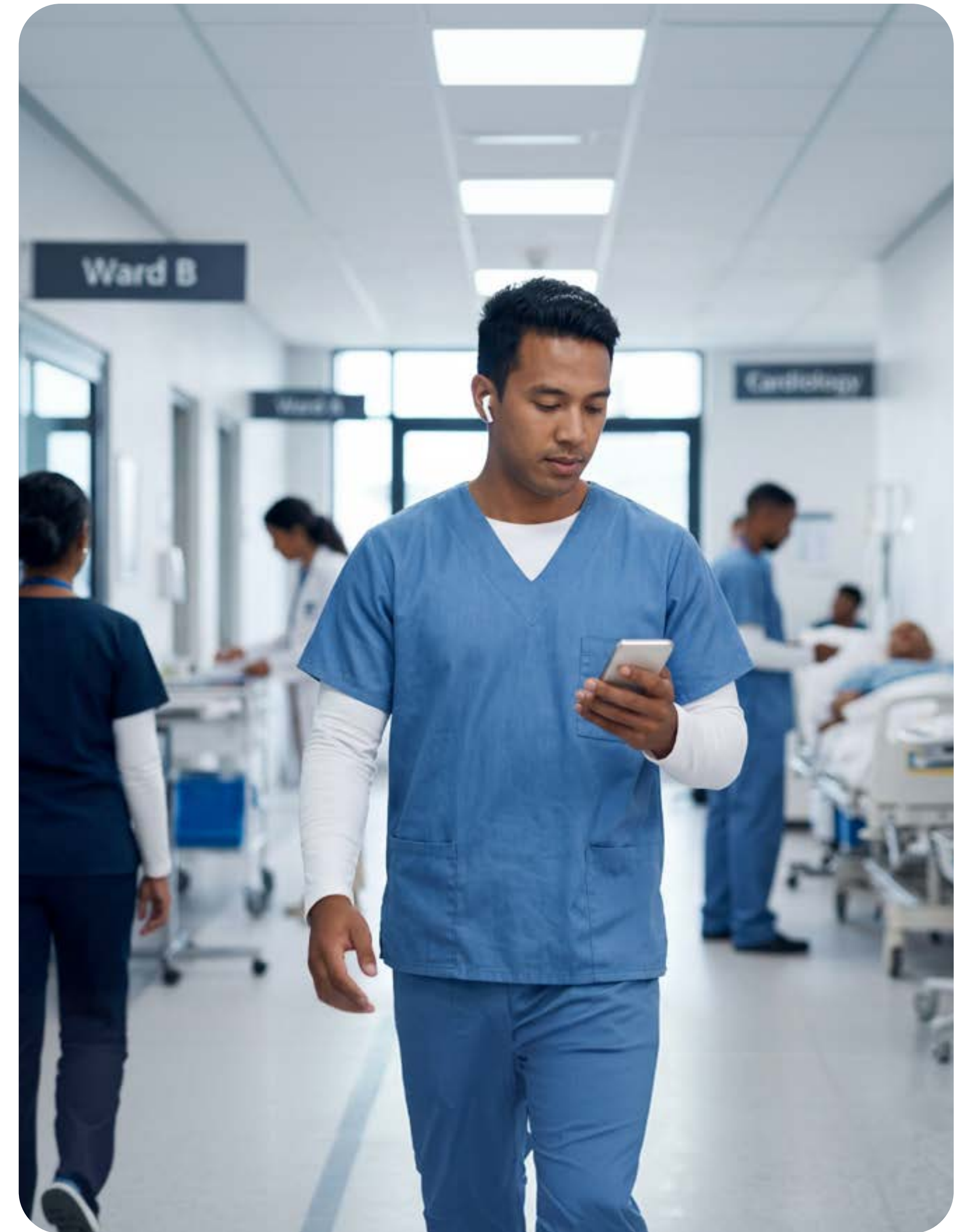
CHAPTER 2

THE TOOLS FOR BUILDING EFFECTIVE HEALTHCARE COMMUNICATION

Healthcare is a story of careful coordination and accurate communication. From the front desk to the operating room, success depends on teams working in sync — and that requires clear, timely communication that **cuts through the noise and reaches every employee.**

Yet too often, internal communication fails to meet these same standards. Messages get lost in crowded inboxes, frontline staff miss important updates, and employees feel disconnected from leadership and their organization's mission.

Building a thriving, connected healthcare workforce requires **a finely tuned communication strategy** that starts with understanding your people, includes everyone, and modernizes how messages flow across your organization — forming the foundation of your healthcare communication strategy.



EQUIP YOUR ORGANIZATION WITH THE RIGHT TOOLS TO CONNECT AND ENGAGE

Know your audience

In healthcare, no two employees are the same. From nurses to physicians to administrative staff, every role has different priorities, communication needs, and access to tools. **Yet many organizations still treat communication as one-size-fits-all** — leading to messages that miss the mark.

Understanding your audience is the first step to effective communication. By mapping out who your employees are — **their roles, locations, and schedules** — you can tailor your communication approach to ensure messages are relevant and actionable.

A frontline nurse working back-to-back shifts **won't have the same access to a computer** as an HR specialist based in the hospital's administrative offices. Meanwhile, long-tenured employees may prefer **traditional email updates**, while newer staff **may gravitate toward mobile alerts or short-form video content**.



The best way to close these gaps is to listen to your employees. Use tools like **surveys, focus groups, and audits** to identify communication pain points and preferences. Ask questions like:

- Where do you get **your information today?**
- What tools do you need to **feel more connected?**
- What frustrates you about **how we communicate?**

This level of audience insight ensures every message has the right purpose, tone, and delivery method for the people it's meant to reach.

⚡ PRO TIP

Healthcare organizations can face even greater communication challenges due to shift work, part-time staff, and frequent role changes. Regularly updating audience maps ensures your communication stays relevant and effective.



GROW YOUR SKILLS WITH STAFFBASE CAMPUS

Take your communication skills to the next level with Staffbase Campus courses like *Know Your Audience* and *Segmentation and Personas*.

[ENROLL TODAY](#)



Comms 101:
Understanding Your Audience



Know Your Audience:
Segmentation & Personas - Strategize

KNOW YOUR AUDIENCE

Healthcare environments are among the most diverse workplaces — spanning multiple generations, languages, and cultural backgrounds. This diversity makes an inclusive communication strategy essential.

Consider the reality: Many healthcare workers are non-native speakers. Some employees prefer visual updates over lengthy emails. Others — particularly younger generations — may ignore traditional channels altogether in favor of fast, mobile-first content.

Inclusive strategies build bridges. They say, “We see you, we value you, and we want to communicate with you in ways that work for you.” This human-centered approach transforms communication into a tool for connection, engagement, and belonging.

By embracing this mindset, healthcare organizations can break down communication barriers and foster stronger engagement across their workforce.

⚡ PRO TIP 1

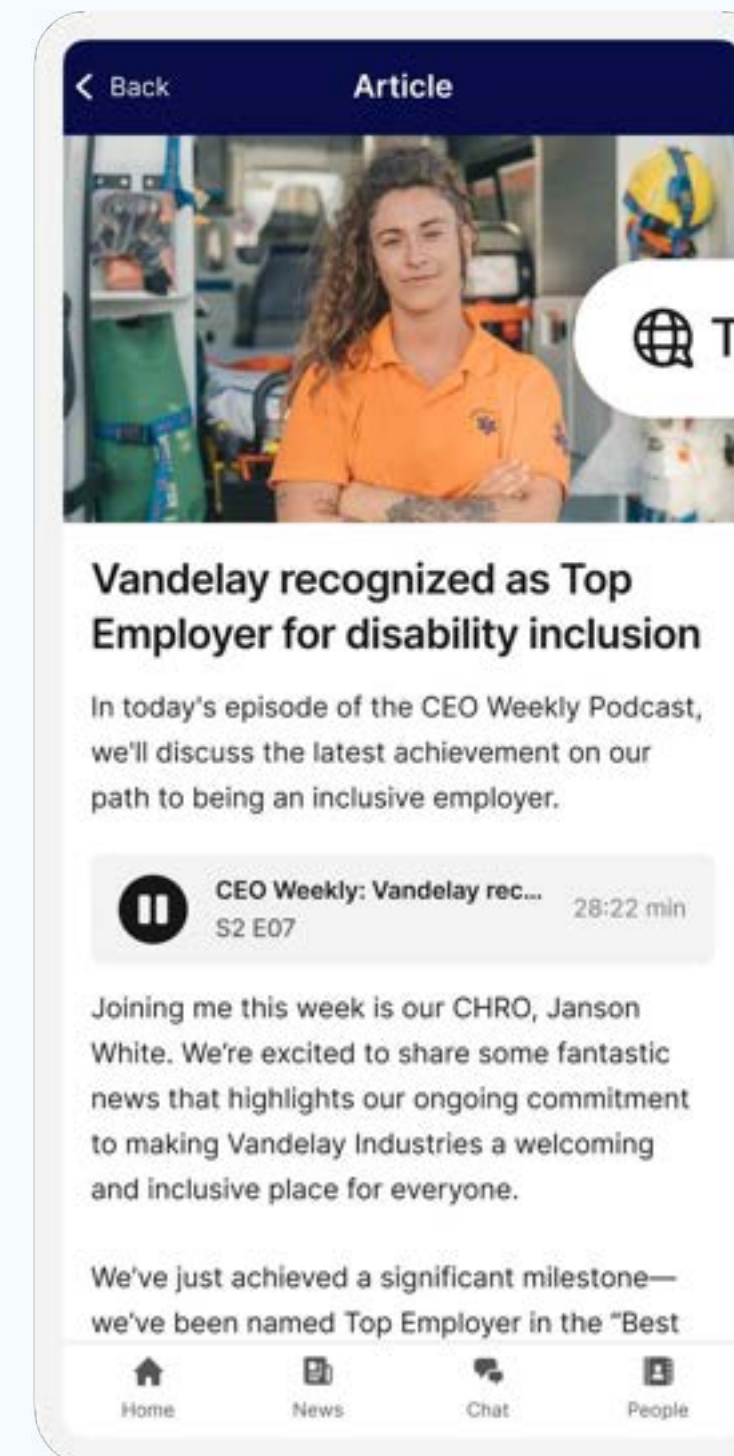
Provide **translations for multilingual teams** to ensure no one is left out of critical updates.

⚡ PRO TIP 2

Structure written content with **simple language, bullet points, and visual breaks** for better readability.

⚡ PRO TIP 3

Use **short-form videos or podcasts** to connect with staff who are always on the go.



Reach employees in over 100+ languages



MODERNIZE YOUR CHANNELS

In healthcare, outdated communication methods are all too common. While tools like email remain essential, many organizations rely too heavily on slow, fragmented methods like paper notices, word-of-mouth updates, or email messages that **frontline staff rarely see**.

"If you're a nurse and you're taking care of patients all day long, you don't have time to just sit down and check your work email."



MEAGAN KOWALSKI

Director of Planning, Community Relations & Marketing at Iredell Health System



Modern healthcare communication **requires modern channels**. Start by developing a clear channel strategy that reduces noise and ensures messages are delivered where employees are most likely to see them:

- **For frontline staff:** Prioritize mobile-first tools that deliver updates directly to employees' personal devices, reducing the risk of missed messages during busy shifts.
- **For clinical teams on the go:** Use branded push notifications to alert staff about urgent updates without overwhelming their inbox.
- **For desk-based roles:** Improve email effectiveness by segmenting audiences and ensuring each message is timely, relevant, and actionable.
- **For integrations with digital tools like Microsoft Teams:** Deliver updates directly in the platforms your employees already use to reduce context switching and ensure information fits naturally into daily workflows.

The goal isn't to add more channels — it's to **ensure every channel has purpose and impact**. For communicators, this approach reduces complexity by providing a single, integrated system that's easy to manage, track, and measure.

BUILDING THE FOUNDATION FOR SUCCESS

Knowing your audience, designing inclusive communication, and modernizing your channels are not separate steps — they work together to create a seamless communication ecosystem.

When you combine these tools, your messages will:

- **Reach every employee**, regardless of role, location, or device.
- **Resonate with staff** in ways that are clear, engaging, and meaningful.
- **Reduce noise and build trust** by delivering the right messages, through the right channels, at the right time.

By following these foundational steps, you'll **ensure that every worker feels seen, heard, and connected** to your organization's goals.

In the next chapter, we'll explore the practical ways you can align leadership, empower managers, and drive trust across your healthcare workforce.

Immediate steps to improve your communication tools and processes:



Create bite-sized content

Convert one recent email into a short video, infographic, or podcast to improve engagement.



Test a mobile-first tool

Start small by piloting a mobile app or push notification system in one department, then expand it based on feedback.



Audit your channels

Identify underperforming communication channels and explore modern alternatives to improve reach and clarity.



Map your audience

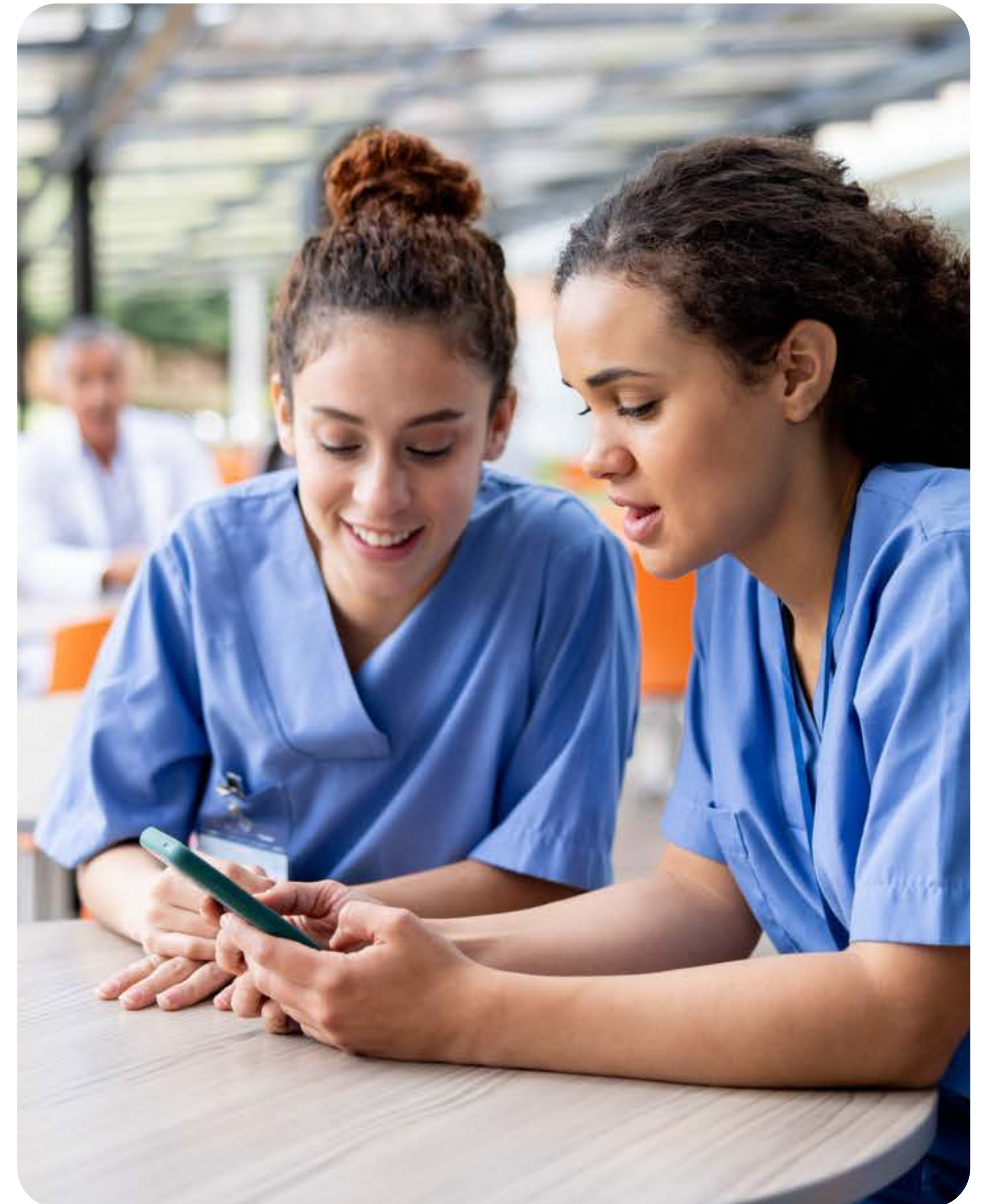
Use simple tools like a spreadsheet to categorize employees by role, location, and preferred channels.

CHAPTER 3

STEPS TO SUCCESS: BUILDING A FRAMEWORK FOR COMMUNICATION

Effective communication isn't just about sharing updates — it's about building trust, ensuring clarity during change, and supporting staff in their fast-paced, high-pressure roles. To achieve this, healthcare leaders must create a communication framework that promotes visibility, simplifies access to information, and strengthens engagement at every stage of the employee journey.

When Robins' Nest merged with two other mental health providers to become Acenda Integrated Health, clear communication was key to uniting hundreds of employees under one brand. By launching an employee app alongside their rebrand, Acenda kept staff informed and connected — achieving 98% app registration and 77% regular active usage nearly six years later.



PROMOTE LEADERSHIP VISIBILITY AND TRUST

In healthcare organizations where frontline staff are often separated from senior leadership, visibility is critical. Employees *want* to hear directly from leaders, especially during moments of change, uncertainty, or growth. Yet, many healthcare leaders **underestimate their role in communication**, assuming that cascading messages through managers is enough.

According to Gallup, **81% of employees** feel leadership communication should be more effective, while Gartner reports that only **38% of employees** today are willing to support organizational change — down from 74% in 2016.

When leaders communicate frequently, transparently, and authentically, employees feel connected to the organization's mission and confident in its direction.

Practical steps to **improve leadership visibility**:

- 1. Host regular town halls or AMAs** (Ask Me Anything) to create a space where employees can hear directly from leadership and ask questions.
- 2. Use short, personalized video updates** to share insights on strategy, challenges, and success stories.
- 3. Create two-way communication channels** — like digital feedback forums — to ensure employees feel heard and valued.

MAKE INFORMATION AND TOOLS **EASY TO ACCESS** FOR BUSY EMPLOYEES

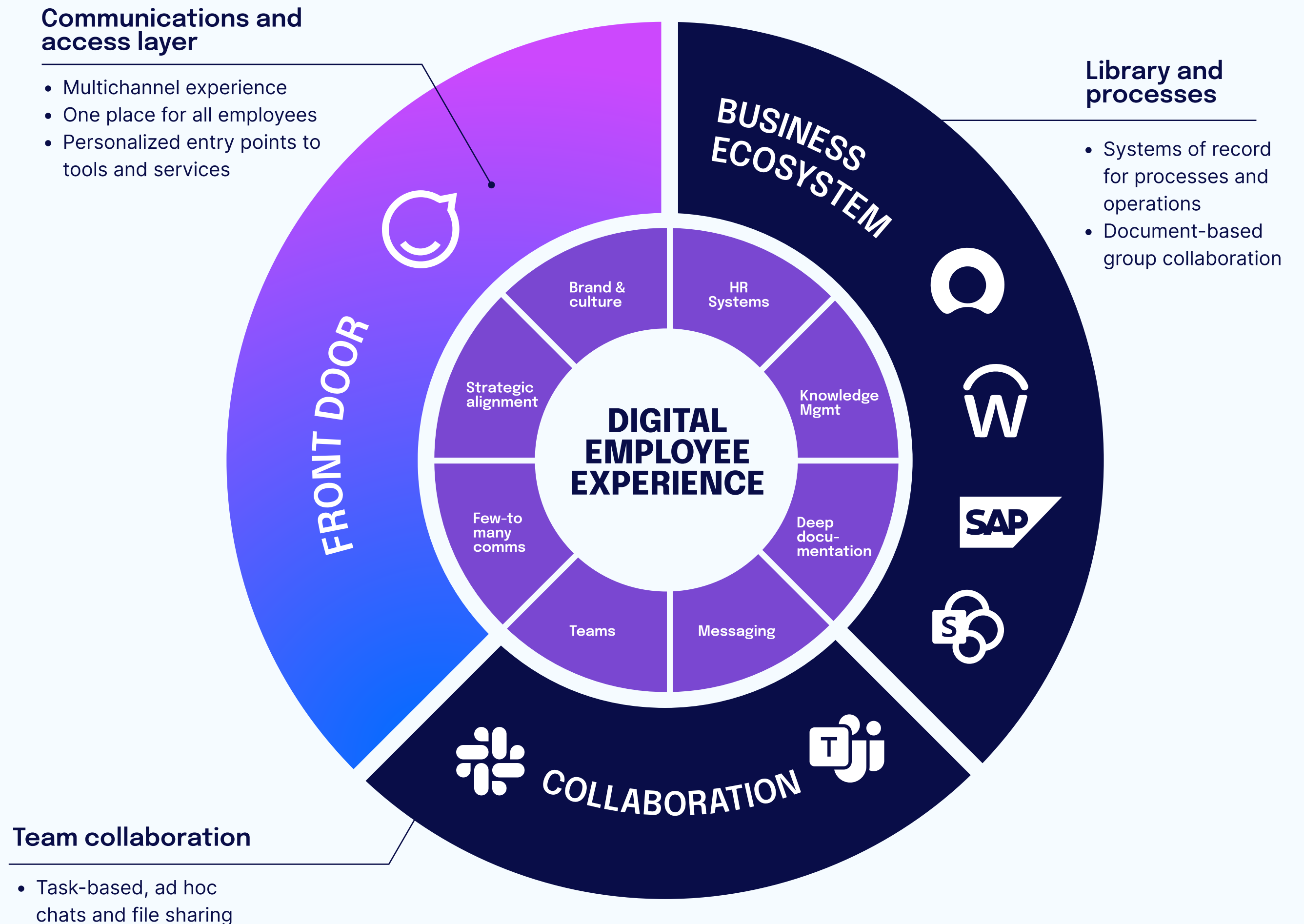
In fast-paced healthcare environments, employees juggle urgent patient care tasks, constant updates, and administrative duties. When information is **difficult to access** or **overwhelming to manage**, mistakes can happen.

Studies show that:

- **80% of global workers** experience information overload. ([Big Data Wire](#))
- **27% of employees** say they use 11 or more digital resources each day to do their jobs. ([Big Data Wire](#))

Poor communication is linked to **30% of medical malpractice cases** in the United States, costing \$1.7 billion in claims. ([HIPAA Journal](#))

STAFFBASE IN THE DIGITAL WORKPLACE

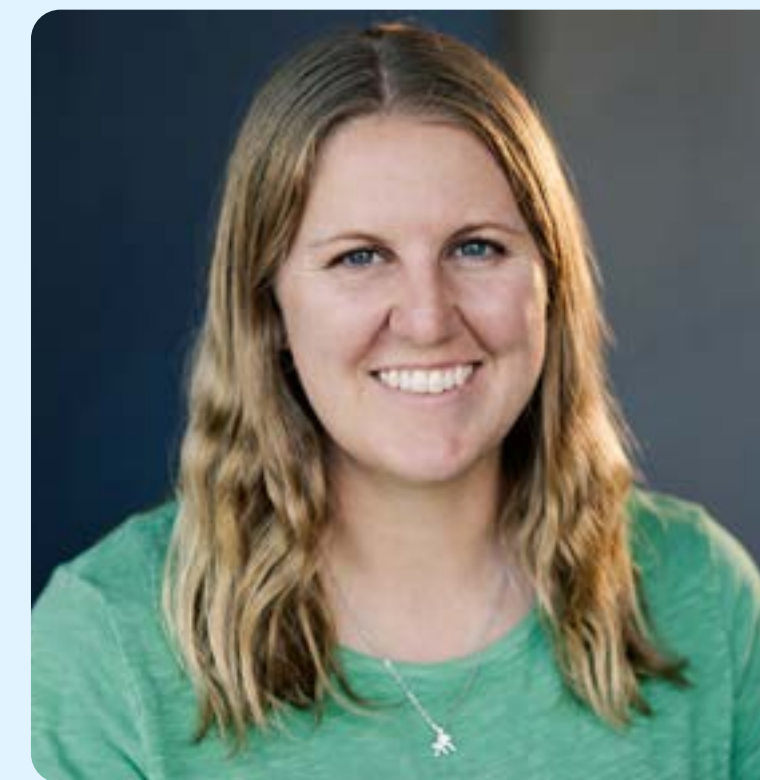


Develop a digital workplace strategy that streamlines information and tools, reducing friction for busy employees.

Practical steps to simplify access to information:

- **Make sure that you are prioritizing privacy.** Learn more about how Staffbase created a Business Associate Agreement (BAA) that's tailored to our services and meets HIPAA requirements.
- **Implement persona-targeted messaging** to cut through the noise and deliver relevant updates to the right people.
- **Provide a centralized entry point** — like a branded employee app — where staff can quickly access critical resources.

" Before I-Connect, our employees didn't know where to look to get the important information they needed in a timely fashion. Now they do."



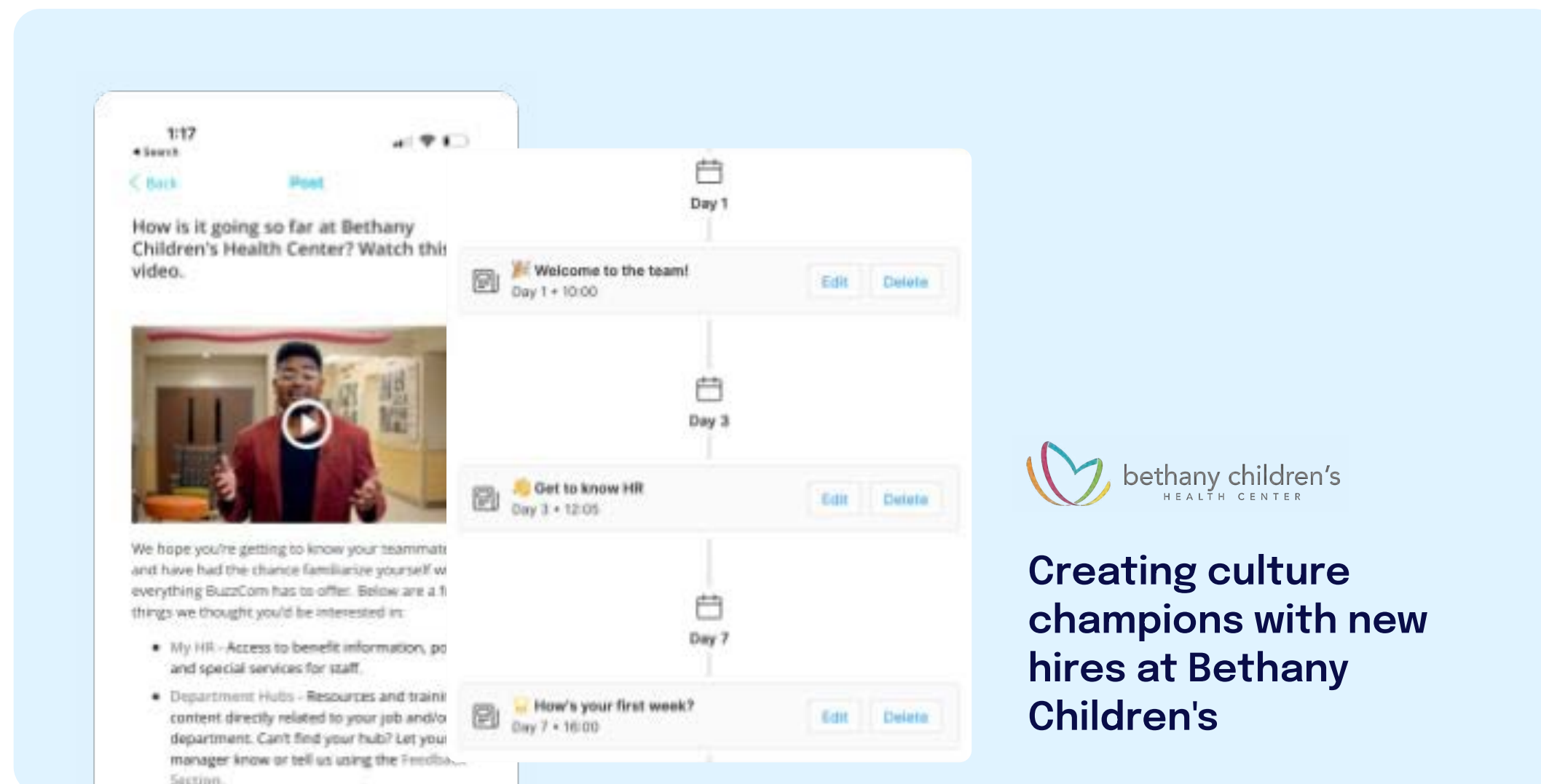
MEAGAN KOWALSKI

Director of Planning, Community Relations & Marketing at Iredell Health System



MASTER KEY MOMENTS IN THE EMPLOYEE JOURNEY

In healthcare, onboarding is make-or-break. Research shows that **59% of hospital staff turnover happens within the first year of employment**. Poor onboarding experiences leave employees feeling overwhelmed, undervalued, and unprepared — ultimately driving disengagement and turnover. A strong onboarding process, however, **builds connection, confidence, and loyalty from day one**.



Creating culture champions with new hires at Bethany Children's

Discover how Richard Mills-Tetteh of Bethany Children's Health Center is transforming onboarding with the **help of an app**. →

Practical steps to improve onboarding and employee retention:

- **Automate onboarding workflows** to provide timely, bite-sized access to critical resources like safety protocols, schedules, and HR tools.
- **Integrate culture-building content** into the onboarding experience, reinforcing your organization's values and mission.
- **Use digital tools** to provide new hires with a central hub for information, updates, and peer connections.

Get everything you need to build a better onboarding experience.

[READ THE COMPLETE GUIDE](#)

BUILD A CULTURE THAT'S PURPOSE-DRIVEN AND CELEBRATES EMPLOYEES

Feeling undervalued is a significant factor in healthcare turnover. In fact, **70% of nurses considering leaving the profession cited feeling undervalued** as a main reason.

Healthcare employees are driven by purpose — their work directly impacts lives — but this dedication can often go unrecognized. Fostering **a culture that celebrates employees** is essential to building engagement and loyalty.

" The app has given our employees a way to communicate that they've never had before. They're starting to engage with one another and they're starting to celebrate each other's achievements and milestones."

— Franciscan Children's Hospital



Practical steps to inspire and celebrate your workforce:

- **Regularly share stories** of purpose-driven work to highlight the impact employees are making on patients and the community.
- **Use automated recognition** tools to celebrate milestones like work anniversaries, promotions, or certifications.
- **Create social walls** or online communities where employees can connect, share achievements, and build relationships.

PREPARE FOR CRISIS COMMUNICATION

In healthcare, crises are not a question of if — they're a question of when. Whether it's a natural disaster, cyberattack, or medical emergency, effective communication can mean the difference between chaos and control.

In crisis situations, delays or unclear communication put both employees and patients at risk. According to research, **the number one failure during hospital disasters is often communication breakdown.**

Practical steps to prepare for crisis communication:

- **Develop a clear BCDR** (Business Continuity and Disaster Recovery) plan that outlines communication protocols during emergencies.
- **Implement branded push notifications** and SMS alerts to deliver urgent updates directly to employees' devices.
- **Ensure access to third-party support tools** to maintain communication if internal systems fail.

“We did not foresee just how valuable our app would be. We have used it to communicate about everything from unexpected office closures to natural disaster precautions and policies, to the pandemic. Sometimes you don't realize just how much you need something until you have it available to you. Then you wonder how you *ever* functioned without it.”



MEAGAN KOWALSKI
Director of Planning, Community
Relations & Marketing at Iredell
Health System



A FRAMEWORK FOR SUCCESS

Promoting leadership visibility, simplifying access to information, strengthening onboarding, and preparing for crises aren't standalone actions — they are the **pillars of a resilient healthcare communication framework**.

Together, these steps create an environment where:

- **Leaders earn trust** through transparency and accessibility.
- **Employees feel connected** to their organization's mission.
- **New hires are engaged**, informed, and set up for success.
- **Teams respond effectively** and confidently during emergencies.

By building this framework, healthcare organizations can foster a stronger, more connected workforce — ensuring that communication isn't just a tool, but a lifeline that empowers staff and improves patient care.

Upgrade your communication toolkit with these practical improvements:



Segment your channels

Match each message to the right platform (e.g., mobile app for urgent alerts, email for policy updates, intranet for resources).



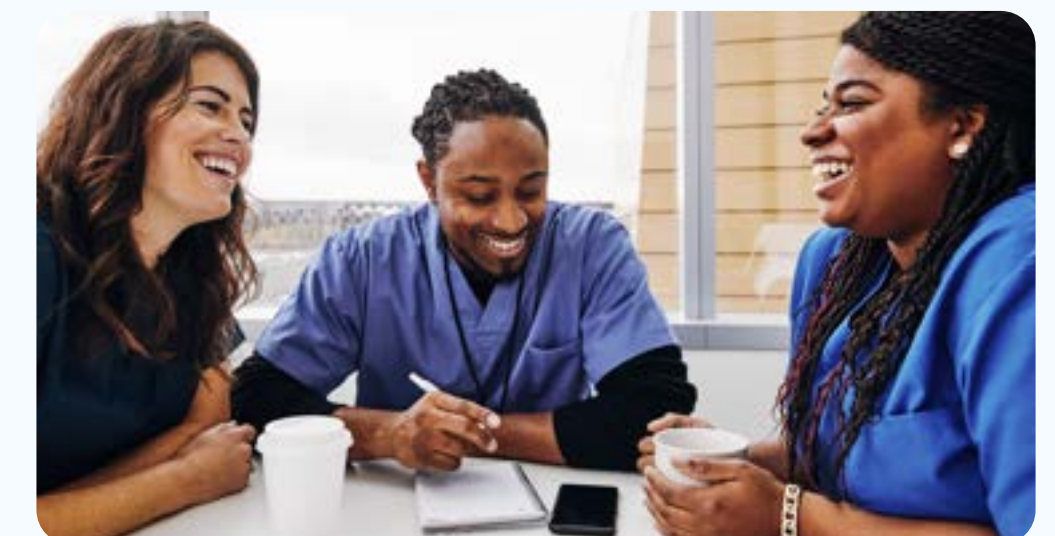
Run a communication audit

Evaluate your current tools, messages, and workflows to uncover blind spots and inefficiencies.



Create role-based content templates

Build templates for recurring messages that speak directly to specific job roles or departments.



Introduce micro-learning moments

Deliver short educational content (video tips, visual reminders) to reinforce key behaviors over time.

CHAPTER 4

MEASURING SUCCESS THE RESULTS OF YOUR COMMUNICATIONS STRATEGY

You've built your healthcare communication strategy. You've addressed challenges, modernized tools, empowered leaders, and connected teams. **But how do you know if it's working?**

How can you ensure your communication strategy isn't just another initiative — but a driver of real, measurable outcomes that improve both employee well-being and patient care?



How to know your communication framework is **delivering impact**

Success is measured by outcomes. In healthcare, clinicians track recovery rates, patient satisfaction scores, and operational efficiency. Internal communication *deserves the same focus* — not just measuring what's sent, but what's seen, understood, and acted upon.

By shifting from tracking outputs (like message volume) to measuring outcomes (like improved engagement or reduced errors), healthcare leaders can **connect communication efforts to vital business goals** — whether that's lowering staff turnover, improving safety protocols, or strengthening employee trust.

Why measurement matters

Too often, communication success is measured by surface-level metrics: the number of emails sent, meetings held, or intranet views.

While these numbers are easy to track, they don't answer the most important questions:

Did employees see the message?

Did they understand it?

Did it inspire them to act?

Measuring communication outcomes helps identify what's working, where gaps exist, and how communication drives healthcare goals. **By connecting communication strategies to tangible outcomes** — like improved retention, reduced medical errors, or enhanced crisis response — leaders can ensure their efforts deliver lasting impact.



Defining success: 3 critical outcomes

To build a connected, engaged, and resilient healthcare workforce, communication success should focus on three measurable outcomes:

Outcome 1: A connected workforce

WHAT IT LOOKS LIKE	KEY METRIC	WHY IT MATTERS
Employees feel informed, aligned, and equipped with the information they need — even during crises or emergencies. Staff know where to get information, they trust its accuracy, and they respond accordingly.	Message reach and acknowledgment rates	In a healthcare crisis — whether it's a cyberattack, power outage, or urgent safety update — every second counts. Ensuring employees receive clear, timely information can prevent confusion and improve response times.

Example: During Hurricane Beryl, a pharmacy chain with more than 330,000 employees and 750+ locations used mobile push notifications to keep staff informed. Employees received updates in real time, ensuring continuity of care and employee safety during the disruption.

Outcome 2: Engaged employees

To build a connected, engaged, and resilient healthcare workforce, communication success should focus on three measurable outcomes:

WHAT IT LOOKS LIKE	KEY METRIC	WHY IT MATTERS
Employees feel connected to the organization's purpose and values, understand their role in delivering excellent patient care , and actively participate in organizational initiatives .	Retention rates and employee sentiment scores	Healthcare organizations lose valuable talent when employees feel disconnected or overwhelmed. Improved communication during onboarding and day-to-day operations can reduce burnout and improve retention.

Example: Acenda Integrated Health successfully onboarded hundreds of new employees following a merger by launching an employee app to provide seamless communication. With 98% app registration and 77% active usage, the app continues to drive shared communication and culture — nearly six years post-launch.

Outcome 3: Inspired advocates

To build a connected, engaged, and resilient healthcare workforce, communication success should focus on three measurable outcomes:

WHAT IT LOOKS LIKE	KEY METRIC	WHY IT MATTERS
Employees do more than just understand company goals — they champion them . They feel recognized for their contributions, take pride in their roles, and become vocal supporters of your organization.	Alignment scores, employee feedback, and engagement with key initiatives	Employees who feel connected to their organization’s mission deliver better care, improve team morale, and advocate for their workplace in their communities.

Example: After Bethany Children’s Health Center introduced the Staffbase “Journeys” tool to support employee onboarding and engagement, new staff reported feeling more confident and prepared. The tool continues to reinforce culture and connect staff with purpose — driving higher retention and engagement scores.

“We utilize ‘journeys’ to build strong company culture and connect new staff with the information they need in a timely, automated way during the onboarding process.”

— **Richard Mills-Tetteh**, Director, Corporate Communications at Bethany Children's Health Center

How to measure communication success

Building a healthcare communication measurement framework doesn't need to be complex. Start with clear objectives tied to healthcare priorities, then track performance across three key areas:

⚡ PRO TIP

Using a combination of quantitative data (like message reach) and qualitative insights (like feedback and focus groups) gives a fuller picture of what's working — and what isn't.

1. Set clear objectives

Align communication goals with broader healthcare outcomes. For example:

Shorten ER wait times
by 15% through improved crisis communication.

Reduce first-year staff turnover
by 20% through improved onboarding communication.

Increase leadership trust scores
by 30% through consistent video updates and town halls.

2. Track visibility, engagement, and sentiment

Use tools like **Staffbase Smart Impact** to measure:

Visibility
How many employees saw and acknowledged the message?

Engagement
Did employees act on the message or provide feedback?

Sentiment
How do employees feel about the content and its relevance?

3. Gather regular feedback and course correct

Continuous improvement is vital in healthcare communication. Use tools like:

Pulse surveys
to capture real-time feedback on communication effectiveness.

Focus groups
to explore employee concerns, challenges, and ideas.

Analytics dashboards
to identify engagement trends and measure progress against goals.

Turning insights into action

In healthcare, communication doesn't just improve employee engagement — it saves time, builds trust, and directly impacts patient care. By measuring communication outcomes and linking those results to broader organizational goals, healthcare leaders can ensure their strategies deliver measurable value.

When healthcare employees feel informed, connected, and recognized, they are better equipped to provide exceptional care — and that's the ultimate measure of success.



Start putting measurement into practice today



Set one clear objective

Start small by defining a measurable goal, such as improving acknowledgment rates by 20% in the next quarter.



Analyze a recent communication

Review a recent message's engagement rates and identify where improvements can be made.



Deploy a pulse survey

Ask employees, "Do you feel informed about company updates?" to gather real-time insights.



Start a feedback loop

Create a digital suggestion box or host short focus groups to explore employee perceptions of communication.

Put your healthcare communication strategy into action

Success in healthcare depends on a workforce that is informed, connected, and supported. When communication works, employees *don't just receive updates* — they trust them, act on them, and use them to deliver better care.

By applying these strategies, you're not just improving how information flows — you're supporting the people behind every patient interaction, every shift, and every critical decision.

When healthcare employees feel informed, valued, and connected to their organization's mission, they're better equipped to deliver exceptional care.

Put your healthcare communication strategy into action

BOOK YOUR DEMO TODAY!

