



Singapore Healthcare  
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# An Integrated Communications Plan on Changes to Hospital's Visitor Policy

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## Introduction

Based on patients' feedback, the hospital has set up a visitor policy committee to review the proposed changes to the hospital policy.

The committee's objectives also serves to tighten the visitor management system to ensure patient safety, ward security and maintain a restful environment for patient recovery.

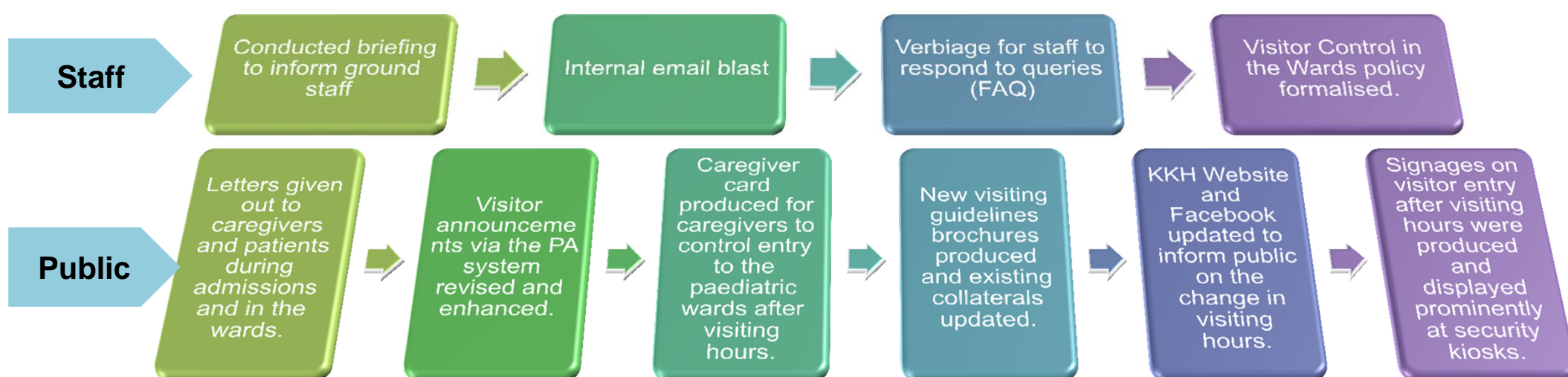
## Aim

To develop and implement an integrated communications plan to

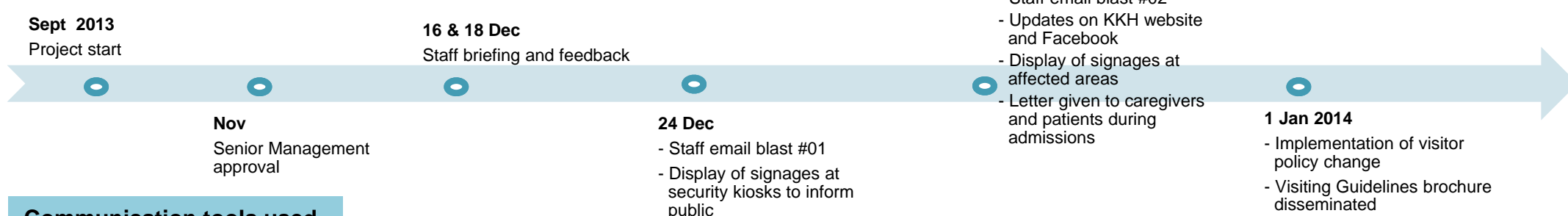
- Educate and inform various stakeholders on the changes in hospital's visitor policy
- Tighten the visitor management system
- Ensure patient safety and infection control, ward security
- Maintain a restful environment for patient recovery

## Methodology

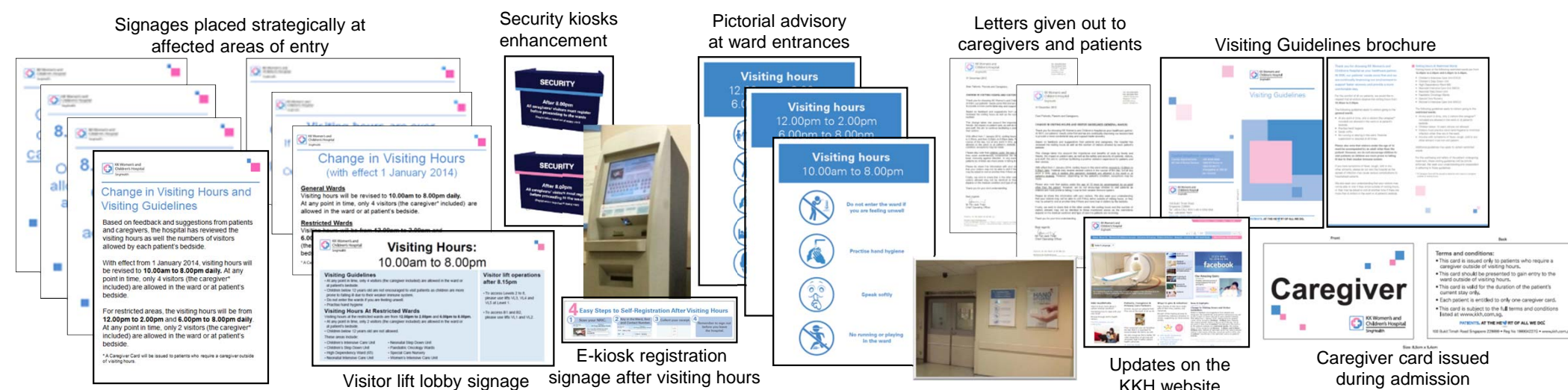
An integrated approach utilising various communication tools was used to reach out to our stakeholders.



## Timeline of communication outreach



## Communication tools used



## Results

The integrated communications strategy showed effectiveness in:

- Consistent messaging used throughout the hospital
- Close gaps and tighten ground practices
- Ensure smooth transition to the new guidelines
- Improve inter-department staff communication and cooperation
- Reduction of incidences of negative feedback from visitors

## Conclusion

The result demonstrated that the use of a comprehensive communications approach to convey key messages to various stakeholders is important to keep them well-informed and to manage their expectations so that it would be easier for them to adapt to policy changes.