

Communication Strategy for Technology and Innovation Division 2022-2024

Introduction

The Technology and Innovation Division (TIK) was established in May 2021, and in 2022 completed its reorganization at the N3 level. The coming years will be central in the division's work with culture and reputation building.

This document describes the Technology and Innovation Division's strategy for communication. The strategy is based on the hospital's communication strategy and is anchored in the hospital's values, principles, and governing documents. The document is intended as a tool for employees and shall ensure that the communication work in TIK is coherent and follows given guidelines.

Goal

A common communication strategy for TIK aims to:

- Set guidelines for what, where, and how the division communicates
- Make communication a natural part of the daily work
- Emphasize that communication is important and a shared responsibility
- Be a tool for leaders and employees

Current Situation and Challenges

Key communication challenges in the division include:

- Interacting and communicating across departments
- Disseminating information to all employees working in the division
- Highlighting the division's work internally and externally
- Encouraging departments and sections to contribute with cases and content
- Prioritizing what the division should communicate/what is most important
- Sharing selected cases with the media
- Making the division's communication appear coherent
- Ensuring good communication processes in project work

Communication Goals

The communication work in TIK has the following overarching communication goals:

- The hospital is familiar with TIK and the division's areas of expertise
- Patients and relatives feel safe and trust the technology and services TIK provides
- Employees in TIK feel that they are part of an open and safe work environment
- TIK is perceived as an action-oriented and innovative division with skilled employees.

Principles

The communication strategy utilizes the government’s communication principles:

- **Openness** – The health enterprises should be open, clear, and accessible in their communication
- **Participation** – The health enterprises should consult and involve affected citizens in the design of services and offerings
- **Reach Everyone** - The health enterprises should ensure that relevant information reaches the affected parties
- **Active** - The health enterprises should actively and timely provide information about rights, obligations, and opportunities
- **Cohesion** - The communication of the health enterprises should be perceived as unified

Target Groups

<p>The Technology and Innovation Division should communicate with all internal and external target groups. The division's main target groups can be divided into the following categories:</p> <p>Internal target groups</p> <p>Employees at TIK Employees seek information about decisions, activities, and projects. Information and discussion forums should be available in internal channels.</p> <p>Employees at OUS Other employees at the hospital seek information about what the division does, project results, and contact information. This information should be available and updated in internal channels.</p>	<p>External target groups</p> <p>Users (Patients, Relatives, and the Public) Users seek information about health services, focus areas, and the work being done at TIK.</p> <p>Job Seekers and Students Current and future job seekers are looking for attractive workplaces. They should get an impression that TIK is a good place to work, with exciting tasks and opportunities.</p> <p>Researchers Researchers look for information on results from research, current research areas, and research collaborations.</p> <p>Partners/Business Sector Partners/business sector seek information about the division's areas of work and are looking for potential collaborations.</p> <p>Media/Opinion Media and opinion leaders can help to disseminate information to a broader audience.</p> <p>Authorities, Politicians, Owners, and Donors Authorities, politicians, and owners set the agenda for the work we do. Other donors contribute with financial resources and equipment.</p>
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Responsibilities and Roles

The managers at the different levels at TIK are responsible for the communication and it should be exercised in accordance with the communication strategy. This means that each leader is responsible for ensuring that communication within their own unit occurs in line with the communication strategy.

Division contact at level 1 can assist with communication advice and media handling when needed.

The responsible communicator(s) in the division can assist with advice and support.

Each department should have 1-2 communication contacts who participate in the division's communication network.

Channels – Where and How Do We Communicate?

To succeed in communication efforts, it's important that the content and choice of channel are adapted to the desired target group.

Internal Channels

Internal channels are used to communicate with employees in the division and other employees at the hospital. The hospital has the following internal communication channels:

Email	Use of email is well suited when information needs to reach a specific group of people. If information is to be distributed broadly, a newsletter is a better alternative.
Intranet	The intranet is used to inform and communicate with employees at the hospital. The division's intranet pages should always contain updated information.
Microsoft Teams	Teams is used to share files and communicate with members of a specific Team. The division team is our main channel for sharing internal information at the division level. Departments and sections can establish their own teams for the same purpose, as well as project or cross-teams for collaboration across different areas.
Yammer	Yammer is used for more informal internal dialogue within the hospital, like sharing highlights, knowledge, asking questions, and communicating with others.
Meetings/Seminars/ Events - OUS	Participation in events/seminars showcases the division's work and areas of expertise. Everyone who presents and/or participates are representatives for the division.

External Channels

External channels are used to share information with the public. Internal information intended for employees should not be shared in external channels. The most relevant channels for external communication are:

Instagram	Instagram is used to create engagement and communicate interactively using visual elements. TIK can use its own account, the hospital's account, or department/section-level accounts.
Linkedin	LinkedIn is used to reach job seekers, students, businesses, and partners. The hospital has its own account, which is managed by the HR department
Other social media	The hospital has accounts on YouTube, Facebook, and Twitter. These are managed by the communications department and can be used as needed.
Internet	The hospital's website is used to publish information that is relevant to patients and their families. News articles and blog posts can also be published here. Projects and services within the division can create their own web pages/blogs as needed.
Media	Publishing in the media can help spread stories to a larger audience. If it is desired to publish articles in the media, this should be coordinated with division management and the communications department.
Events/Seminars	Participation in external events and seminars showcases the division's work and areas of expertise. Everyone who presents and/or participates represents the division

Focus Areas 2022-2024

The Technology and Innovation Division (TIK) will have four focus areas for communication. A division-level action plan with initiatives targeting these focus areas will be developed. The action plan is a dynamic document that will be evaluated every six months.

Focus Area 1: Strengthen Internal Communication at the Division Level

Currently, there are no established routines for how internal communication within the division should take place. One of the reasons for this is that the division is a merger of departments with varying use of communication tools. In the past year, several new tools have also become available, with varying levels of adoption.

As a technology and innovation division, it is essential that we are proactive in adopting new digital tools. To achieve effective internal communication, employees must have accessible channels for collaboration, information sharing, and informal dialogue. Good internal communication will ensure that employees are informed about and included in decisions and processes. It will also contribute to creating a more efficient work environment with a focus on collaboration.

To strengthen internal communication, it is also important for employees from different departments to get to know each other. Facilitating common meetings, rotation programs, and social events will be encouraged.

Focus Area 2: Promote TIK as a Action-Oriented and Innovative Division with Skilled Staff

One of the division's most important tasks going forward is to establish TIK's identity. Now is the opportunity to create a unique narrative. Many people are unfamiliar with the division's field of expertise and areas of work. The abbreviation "TIK" is also unknown to many.

Several of TIK's areas of responsibility involve changes that may encounter preconceptions. Therefore, it is essential to focus on building trust to counteract these. The division will work strategically to share positive stories and build a strong reputation.

The division's work will be marketed through various channels, including the intranet, internet, social media, and the media. To succeed in this, communication should be established as a shared responsibility with established routines and role assignments.

A dedicated communication network with representatives from each department will be established. Communication should be on the agenda for all of the division's projects. Employees should also be encouraged to identify communication opportunities in their daily work.

Focus Area 3: Increase the Use of Visual Elements in Our Communication

In today's society, visual communication is crucial for capturing attention. Our brains can process visual content faster than text, and information presented visually is also easier to remember later on.

As a technology and innovation division, TIK should strive to become the leader in the hospital when it comes to using visual elements in communication. This can take the form of images, graphics, and videos.

Employees and leaders should be encouraged to present issues using visual elements. Communication specialists within the division can provide guidance and assist in executing prioritized initiatives.

Efforts should also be made to establish a TIK image bank that is regularly updated.

Focus Area 4: Promote TIK as an Attractive Workplace

In order to deliver technology geared towards future patient care, the division will require many skilled employees in the coming years. The job market within the technology industry is characterized by intense competition. As a government organization, it can be challenging to compete with the private sector.

TIK should focus on promoting a positive work environment, cutting-edge technology, and exciting job tasks through various external channels. Job postings from the division should include relevant visual elements and be marketed across multiple platforms.

Consideration should also be given to whether the division should participate in career fairs organized by universities and other similar events.