



TheCaseSolutions.com

Number 1 in case studies solutions

Niagara Health System: An Innovative Communications Strategy (A)

Introduction

Problems of The Niagara Health System (NHS), in communication with stakeholders and the loss of public trust. This case looks at how NHS was able to adopt more effective communication plans to alleviate public perception, increase public trust and better engage with the people.

Challenges Faced

This paper identifies the context within which NHS was functioning in light of evolving customer expectations, decrease in control over finances and attention on improvement. This institution was accused of providing services in centralized approach and its ineffemomic response to the needs of the community.

Digital Transformation

Understanding that the digital platforms are vital NHS reconsidered its website's design and focused more on social networks. Maintaining timely information, patient testimonial videos and answering meta questions made the healthcare institution approachable.

Conclusion

The occasion of the NHS prompts the recognition of the fact that lack of public trust is one of the areas where strategic communication proves essential. Thus, innovation and inclusivity of activists into the working life of NHS proved that transparent and consistent conversation is essential for building trust and enhancing institutional performance.

Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.