Effective Communication Strategies: Health Care Provider Perspective

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Strategies to Reach Target Audiences

• Healthcare Providers (HCPs)
  • Childbirth educators, registered/advanced practice nurses, lactation consultants, doulas, physicians, psychologists, public health outreach workers, hospital managers and administrators, social workers, women’s health physical therapists, yoga instructors and others
Valued Sources of Information

Communication Strategies

• Offering continuing education credit (CE) is key
  CE credit is needed to maintain licensure and certifications
• Interactive formats such as conferences, seminars, and workshops are preferred
  Respected thought leaders
  Breakout sessions preferred over plenaries
  Opportunities for networking
  Patient education resource distribution

Continuing Education Formats

HCPs preferred format for receiving CE

- IN-PERSON CONFERENCE OR WORKSHOP: 80%
- SELF-PACED ONLINE EDUCATION MODULE: 20%
- WEBINAR: 10%
- JOURNAL ARTICLE WITH QUIZZES: 5%

Continuing Education Formats

Barriers to Live, In-Person Formats

- Expense
- Time away from work responsibilities
- Time away from family
- Distance

Continuing Education Formats

• Live webinars
  Interactive, but less accessible
• Archived webinars
• Self-paced online learning activities/modules
  Many younger professionals are comfortable with this format
  Hospital required learning
  Joint Commission, Baby Friendly
• Academic journal articles with CNE

Traditional Communication Formats

• Academic Journals
  Messaging from editor/respected thought leaders
  Tweets about particular articles

• Online newsletters/information
  ACNM, AWHONN, NANN SmartBrief, USBC Staying Abreast Weekly Wire, Medscape MyAlert, Inside Lamaze
  CDC Subscription service—email, texts, podcasts, tweets, MMWR, etc.
  Subject line critical
  Text and Email alerts
Podcasts

Source: Edison Research and Triton Digital. Accessed 2.18.18 @
Social Media Strategies

Time Spent on Social Media per week

Generation X (35 - 49) 7 hours
Millennials (18 – 34) 6 hours
Boomers (51-69) 4 hours

Social Media Strategies

Evidence-based blogposts
• Scienceandsensibility.org

Facebook page (68%)
• Organizational FB pages
• Private Facebook groups
• Facebook Live

Twitter (21%)
• Tweets
• Conference or subject hashtags
• Online Twitter chats
• Short shelf life

Social Media Strategies

YouTube
- Great for visual learners
- Subscribe and content is curated for you
- Browse at YouTube.com
- Comment section

Instagram (28%)
- Mostly picture and video-sharing
- Two step process to get people on
- Public or private
- Infographics work well or artistic photos with text overlay
- Can promote apps
Social Media Strategies

LinkedIn (25%)
• Professional Social networking
• Higher income earners/college grads
• Can write posts and articles and share within your network
Collaborations

• Lamaze White Paper and Roundtables

• March for Moms May 6, 2018 Washington, DC

• California Maternity Care Quality Collaborative

• National Partnership for Women and Families

• March of Dimes Prematurity Campaign Collaborative
Takeaways

• Repeated messaging in a variety of formats is essential for reaching HCPs
• HCPs are motivated to seek continuing education offerings that provide CE
• Organizational newsletters reach a wide audience
• HCPs appreciate content that can be replicated and shared through texts and tweets
• Snowball effect when professional organizations collaborate around a single issue
• Movement toward interactive online formats such as blogs, twitter, and group forums that promote a sense of connection