



OEB Enterprise / Keeping on Message During a Crisis

Challenge

In the spring of 2003, we had been working with North York General Hospital for several months, assisting with communications and stakeholder relations around the Hospital's restructuring initiatives, when SARS hit, plunging the Hospital's senior staff into an operational and communications crisis.

Strategy and Action

Our firm developed a comprehensive Communications Strategy for North York General Hospital, including a recommended structure and functions within the Hospital's communications department, setting out short- and long-term objectives and strategies to achieve them, key messages and outreach tactics for various audiences.

Results

We continue to work closely with North York General Hospital, both in implementing the Communications Strategy and providing day-to-day support in areas such as issues management, presentation development, speechwriting and media relations.

