

SURVEY RESULTS
STRANGE BEDFELLOWS
Foundation / Hospital Communications Perceptions Survey
5th Annual TAHSN Education Day – April 30, 2010

Question 1 Do you work for:

73% = Hospital communicators
18% = Foundation communicators
7% = Other (Research Institutes, Learning Institute)
2% = Research Institute

Question 2 Most activity for Hospital Communicators - in order of importance

1. Planning & Strategy
2. Media Relations and Providing council and advice to senior leaders *tied*
3. Issues management/Crisis communications
4. Internal Communications

Question 3 Most activity for Foundation Communicators - in order of importance

1. Relationship building with stakeholders
2. Producing Marketing materials
3. Event planning
4. Planning and Strategy

Question 4 My main objective is to support fundraising activities

71% disagree or strongly disagree
24% agree or strongly agree
4% unsure

Question 5 My main objective is to communicate with the hospital's stakeholders

75% agree or strongly agree
20% disagree or strongly disagree
4% unsure

Question 6 Transparency with stakeholders is important for the hospital/foundation reputation

95% agree or strongly agree
5% disagree or strongly disagree

Question 7 Naming opportunities for programs or building from a major donor are important for the organization

73% agree or strongly agree
16% disagree or strongly disagree
11% unsure

Question 8 If foundation and hospital communicators work more closely together, the outcome will be improved communications

82% agree or strongly agree
7% strong disagree
11% unsure

Question 9 Hospital communicators add value to planning and executing fundraising activities

91% agree or strongly agree
7% disagree or strongly disagree
2% unsure

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Question 10 Foundation communicators have a strategic role to play in hospital communications

77% agree or strongly agree

18% disagree or strongly disagree

4% unsure

Question 11 The most significant external influence on my communications work is:

Significant donor = 16%

MOHLTC political staff = 25%

LHIN staff = 11%

UofT = 7%

Other = 41% meaning: political climate - provincially and nationally; media coverage, journalists, columnists; all donors; community partners; outside stakeholders; healthcare partners and public funding partners; consumers; media; government policies, announcements and legislation; Director of public affairs & VP of Gov't & Stakeholder relations; nationwide frontline clinicians; MOHLTC, MRI, Health Canada, Industry Canada; Other hospitals; sick kids; Ontario Government