

Document Name:	Communications & Hospital Spokesperson		
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Review Period:	<input checked="" type="checkbox"/> 3 years <input type="checkbox"/> 1 year	Manual: Governance Policy Manual	
Classification:	Board of Directors	Section: Board Effectiveness	
Owner: President & CEO	Signing Authority: Board of Directors		

POLICY STATEMENT:

The Corporation will respond in a timely manner to media requests, complaints and concerns on the activities and operations of the Corporation.

PROCEDURE:

Spokesperson

1.1 **Board Communications:** The Board Chair is the spokesperson for Board communications and may delegate authority to one or more Directors, or Chief Executive Officer to make statements to the news media or public about matters that the Chair determines appropriate for disclosure. No Director will be a spokesperson for the Board unless specifically delegated by the Chair.

1.2 **Operational Communications:** The Chief Executive Officer is the spokesperson for the Corporation for all operational matters. From time to time, the Chief of Staff may be expected to speak on clinical and patient care issues.

Media Requests

2.1 Media queries regarding hospital matters should be referred to the Executive Assistant to the President & CEO, who will then report to the President & CEO. The President and CEO may exercise judgment in referring media inquiries to the Board Chair or designate and/or proper officers of the medical staff.

2.2 All official Board position statements must have approval of the Chair of the Board, or Executive Committee.

Patient Information/Confidentiality

3.1 The presence of the patient in the hospital is not confidential personal information under the Personal Health Information Protection Act (PHIPA), provided the patient or substitute decision maker has not requested that the patient's presence in hospital be confidential. The information provided in this matter should be confined to the response to the question "Is the patient in the hospital?". Confirmation of a YES or NO can be provided, as well as the general condition of the patient, i.e.: GOOD, STABLE, LIFE THREATENING upon determination by the most responsible provider. No other information regarding the patient may be provided to the requester. This information shall only be provided by the official spokesperson.

Effective: Jan 2023	Last review: Jan 2023	Next review: Jan 2026
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Note: This is a controlled document for internal use only. Any documents appearing in paper form are not controlled and should be checked against the Intranet prior to use.

- 3.2 **Exception:** The patient has indicated his/her refusal to permit this information from being released.

Communications Plan

- 3.1 Through the Chief Executive Officer, the Board will ensure that the Corporation establishes, maintains and supports a communications plan and related tactics to support effective and meaningful engagement and information sharing with the Corporation's stakeholder. The Hospital's Communications Plan will be reviewed and approved by Board on a regular basis.
- 3.2 Recognizing the breadth of the stakeholders, the Chief Executive Officer will ensure that information respecting the Corporation's activities is widely communicated to the public through the media throughout the catchment area. Mechanisms for broader ongoing communication to the public and key stakeholders may include:
- regular Board updates;
 - an annual report to the stakeholders on the activities of the Corporation;
 - periodic media briefings on the activities of the Corporation;
 - periodic articles in the local media on matters of interest to the stakeholders served by the Corporation; and
 - open opportunities for the purposes of consultation and engagement relating to key strategic priorities of the Corporation.

French/English Language Communications

- 4.1 All correspondence received in either official language will be answered to in the language of origin.