



East Harbor Hospital

Caring today for the memories of tomorrow



100 Years of Care, Community, and Clarity

A Strategic Communications Plan for East Harbor
Hospital

**EHH Plan for 100th
Anniversary
Celebration**

April 19, 2021

Presented By
Audrey Braun



Introduction

East Harbor Hospital is proud to be one of the leading hospitals in the United States for general care. We love and appreciate our community deeply and would not be here today, 100 years later, without it.

In this plan, we will discuss the plan for the first four weeks following our centennial on January 11, 2022.





Objectives

- Inform past, existing, and potential patients of the hospital's 100th anniversary in a way that not only increases brand awareness but also builds up trust and reputation of our hospital
- Demonstrate appreciation for medical staff, donors, employees, and those involved in the success of the hospital
- Announce the new programs being put in place to show our appreciation for the community
- Build confidence in the hospital by highlighting the success stories of the past 100 years





Key Messages- Internal



East Harbor's centennial is a testament to the ability and excellence of all of our staff



We love our East Harbor Family



Thank you for sticking with us and helping us make the Norwalk community a better place for 100 years





Message from Our leaders

To our esteemed and wonderful East Harbor family,
 On January 11, 2022, our hospital will be celebrating its 100th anniversary. We want to take this time to thank each and every one of you for your commitment to excellence and for helping us make the Norwalk community a better place. This milestone is a testament to your abilities as a staff and we are thrilled to be able to experience this with you. Between the weeks of January 4 and February 1, we will be celebrating this achievement. Those weeks will feature the reveal of a new virtual education program called 'Harbor Bridge,' a staff banquet, and new centennial banners for the campus, among other things. Our slogan for this anniversary period is: "100 Years of Caring, Community, and Clarity." Marketing's research showed that these were the top three words used to describe our hospital by patients and their families. The staff at this hospital have touched the lives of so many people over the last century; we could not be more proud. As always, we love to hear your thoughts and opinions, so, of course, feel free to email either of us or marketing@EastHarborHospital.org with suggestions for how we can make this celebration a beautiful thing for Norwalk.
 Congratulations to you all,

Angela Mitts, CEO of East Harbor Hospital

Grayson Turner M.D., Chief of Staff at East Harbor Hospital





Discovery



Survey Summary– Goal 1: Understand the public's opinion on our hospital

Who: families in our system and Norwalk residents

What: Survey sent to families in our system; Questions asked to focus group

1) "What are 3 words that come to mind when you think of East Harbor Hospital?"

88% Caring; 96% Community; 72% Clarity; 60% Safe; 58% Easy

2) "How would you rate your experience at East Harbor:

a. Very Satisfied- 71%

b. Satisfied- 22%

c. Neither Satisfied nor Dissatisfied- 3%

d. Dissatisfied- 3%

e. Very Dissatisfied- >1%

3) "Why East Harbor Hospital?"

76% Quality of Care; 72% Ease of Access; 52% Recommended by trusted friends/family



Target Audience Analysis

Families in Norwalk and the surrounding communities=
approx. 34,000 with an avg. income of \$82,474.



Discovery



Survey Summary– Goal 2: Better understand the staff's opinion of the hospital

Who: Staff

What: Survey sent to families in our system; Questions asked to focus group

1) "What are 3 words that come to mind when you think of East Harbor Hospital?"

67% Work/Job; 67% Family; 54% Growth; 32% Friends; 28% Home

2) "How would you rate your experience at East Harbor:

a. Very Satisfied- 70%

b. Satisfied- 17%

c. Neither Satisfied nor Dissatisfied- 10%

d. Dissatisfied- 3%

e. Very Dissatisfied- >1%

3) "Why East Harbor Hospital?"

90% Environment/Work Culture; 53% Pay/Benefits; 34% Location; 22% Work Friends

4) "How can we improve?"

42% Vacation Time; 37% Pay Raise; 28% Break Time



Target Audience Analysis

We have 985 Staff. Within our staff, we have 64 physicians, 26 surgeons, 543 nurses, 90 lab technicians, 117 residents, and countless other important faces.

Average income for non-medical staff: \$42,000

Average income for medical staff: \$78,000





"What are 3 words that come to mind when you think of East Harbor Hospital?"

Based on the answers from 783 respondents





Time Action Plan- 4 weeks

Audience	Tactic	Channel	Timeline
East Harbor Staff	Internal Memo from CEO and Chief of Staff, presentation on the last 100 years, information given to department heads, Q&A	Emails, department meetings, grand rounds, slide decks, website posts	January 3, 2022– January 14, 2022
East Harbor Staff	Staff Appreciation Banquet and Presentation	Post video recording of presentation on social media platforms	Evening of January 8, 2022
Community and Press	Reveal of Harbor Bridge Program	Livestream, Press Release	January 11, 2022





Time Action Plan- 4 weeks

Press, Community	Formal Celebration of Centennial Anniversary	Press Conference	January 11, 2022
Community	Countdown to the Centennial	Instagram, Twitter, Facebook infographics	January 4, 2022–January 11, 2022
Community	Thank you videos (staff to community, patient testimonials, etc.)	Instagram, Facebook, Twitter, Youtube	January 11, 2022–February 1, 2022
Community	Public Forum for Q&A	Facebook/Instagram Livestream	January 22, 2022
Upper Management	Check in to see if objectives are being met and adjust as needed	Meeting	Weekly basis





Measuring Progress

These measurements will guide us through the four weeks and allow for us to gauge our success in these measurable goals.

Measurement	Metrics	Why?
Exposure	Website hits via Google analytics, Website hits for new site	Because we are launching a new virtual project, it is valuable to know how many people are exposed to East Harbor
Engagement	Insights on Facebook, Instagram, YouTube, etc., # of interactions on each post	Engagement is the best measurement of reach because engaging with content is an indicator of attention being paid to our brand
Action	New patients, support from families	New patients and support from existing families will allow us to grow our community
Financial Support	Donations to hospital generated	Financial support is always valuable and appreciated; it allows this hospital to continue its growth and operations





Key Messages- External



East Harbor Hospital is proud to celebrate 100 years of caring, community, and clarity



The East Harbor family is deeply thankful for the Norwalk community's continued support



The new Harbor Bridge Program is being launched to provide new opportunities to Norwalk's youth





Social Media Optimization Plan



Facebook

Measurable Goal: Insights and Impressions; Likes, Comments, Follows
Posts: Daily
Content: Longer videos of patient and staff testimonials; photos of hospital happenings with long captions; infographics



Twitter

Measurable Goal: Insights and Impressions; Favoites, Retweets, Shares, Replies
Posts: Daily
Content: Videos of testimonials; photos of hospital happenings; short text posts about updates; infographics



Instagram

Measurable Goal: Insights and Impressions; Likes, Follows, Comments
Posts: Daily
Content: Videos of testimonials; photos of hospital happenings with medium length captions; infographics



YouTube

Measurable Goal: Likes, Views, Subscribers
Post: As needed
Content: Video
Concepts: the 3 Cs of our Centennial

- Interview compilation with patients, doctors, and community



East Harbor Health Blog

Measurable Goal: Website hits; Shares
Posts: Weekly
Content: See the following slide





Blog Post: East Harbor Over 100 Years

Over the last 100 years, East Harbor Hospital has been committed to improving the Norwalk community.

1922: Waterfront Hospital, the 10-bed hospital, is founded.

1930: Waterfront Hospital has its first major renovation and adds on a bare-bones ICU

1935: Waterfront Hospital gets its first thank you letter from a little girl named Ingrid whose mother was a patient

1942: Waterfront Hospital becomes East Harbor Hospital in its first rebranding and sees its first war patient

1950: East Harbor Hospital begins helping patients during the influenza pandemic

1981: East Harbor Hospital provides a safe space for AIDS patients of Norwalk and advocates for the gay community in Norwalk

1989: East Harbor Hospital wins its first award for community care

1999: East Harbor Hospital sees its first Black Chief of Surgery, Kyle Simon, from Norwalk.

2001: East Harbor Hospital adds on the 9/11 memorial wing in honor of the Norwalk residents who died

2010: East Harbor Hospital meets its first female CEO: current CEO Angela Mitts

2020: East Harbor Hospital creates a separate ICU for COVID-19 patients

2022: East Harbor Hospital turns 100

Join us to celebrate our 100th anniversary on January 11, 2022!





"Caring, Community, Clarity" Video

Open with a pan shot of the hospital

Voiceover from interview: "The East Harbor Family is... so special"

Cut to interview

"When my daughter, Ellie, was 10 years old, she and I got into an accident that paralyzed me from the waist down. I thought that I had lost everything. The question racing through my mind was: "How can I care for my child like this?" All of my questions were answered and my doctor helped me to plan for the future. Thanks to East Harbor, I was able to return to my life as a mother and get back to the things that mean the most to me. "

Cut to video of the woman in a wheelchair playing with her daughter

Cut to teenage boy interview

"I tore my ACL my sophomore year of high school during our championship game against Weston. I mean, that's an injury that puts athletes out for a devastating amount of time. East Harbor helped get me back on the field before the next lacrosse season. I just committed to Duke University this year, so thanks, East Harbor and Dr. Patel, for keeping me in the game.

Cut to spokesperson

"We are so proud to be one of the nations best-rated hospitals for patient-centered care. Your stories inspire us and we are so grateful to have a place in your lives.

Fade to black with 'Thank you, Norwalk, for allowing us to be a part of your community for 100 years.' in white

Thank you, Norwalk, for allowing us to be a part of your community for 100 years."





Event Plan for Staff Appreciation Banquet

Event Planner – Audrey Braun

audbraun@EastHarborHospital.org

(203) 505-7558

Name of Event: East Harbor Staff Appreciation

Date: January 8, 2022 6:00pm-10:00pm

Location: Pinstripes Norwalk

Goals: Boost morale and generate excitement about the 100th anniversary

Target Audience: Staff of East Harbor Hospital

Key Messages:

- East Harbor's centennial is a testament to the ability and excellence of all of our staff
- We love our East Harbor Family
- Thank you for sticking with us and helping us make the Norwalk community a better place for 100 years

Risk Assessment:

Risk 1: Drunk attendees

Risk Level: Low to Moderate

Strategy: Event staff will be sober and bartenders are fully within their right to refuse service, expectations for attendees will be sent in Evite

Risk 2: Drunk driving

Risk Level: Low to Moderate

Strategy: Suggest carpools and ride service in Evite

Risk 3: Food allergy

Risk Level: Low

Strategy: List of food allergies will be given to caterers; Epinephrine will be on hand if needed

Checklist:





Event Plan for Staff Appreciation Banquet (cont.)

Checklist:

- Theme: Semi Formal
- Invitation: Evite via. Email
- Food and Drink: Catered by Dilly Duck Cafe
- Decorations: Gold and Blue theme, centennial banners, "100" balloons present
- Stage: Provided at Venue
- Screens and Sound: Provided at Venue
- Entertainment: Presentation on highlights of the last 100 years; raffle; live band
- Program:
 - 6:00-6:30 pm: Arrivals
 - 7:00 pm: Appetizers served
 - 7:05-7:15 pm: Welcome speech – Angela Mitts
 - 7:20 pm: Dinner served
 - 7:30-8:00 pm: Presentation on East Harbor through the years
 - 8:00 pm: Centennial cake brought out and cut
 - 8:10 pm Live Band takes stage
 - 8:10 pm: Dessert served
 - 8:35 pm: Raffle drawing
 - 9:00-10:00 pm: Expected departure time
- Parking: Provided at venue, pay by app for venue parking or free street parking
- Thank-you gift: East Harbor jackets with "100th anniversary" under the logo

Evaluation Criteria:

- Did staff enjoy themselves?
- Is morale better on Monday?
- Do staff feel appreciated?



News Release



East Harbor Hospital
Caring today for the memories of tomorrow

Audrey Braun
audbraun@EastHarborHospital.org
(203) 505-7558

East Harbor Hospital Announces New Educational Program for Norwalk Youth

Norwalk, CT, January 11, 2022

Today, at 3:45 PM, East Harbor Hospital announced its new educational program for Norwalk youth between the ages of 6 and 18, named the Harbor Bridge Program. “For the last 100 years and for the next 100 to come, East Harbor Hospital has always looked for ways to give back to the Norwalk community,” said spokesperson Anna Ko; “children are the future of this town and we felt that an educational look into the hospital would be beneficial to students of all ages.”

This Harbor Bridge Program is hosted on East Harbor’s website, linked below, and has classes and virtual simulations for all levels of learning. Ko explained the importance of educational opportunities like Harbor Bridge: “We believe that fostering a love for medicine at a young age can do nothing but good. We hope that this program will allow for students to see the incredible opportunities that modern medicine offers and that, maybe, we see a few of them pursue medicine as they get older.” The program is designed to take students through the different levels of the hospital and educate them on topics like occupations within a hospital, preventative care, self-checkups, and more through a series of interactive game-like simulations. The student can choose to explore all career paths or, if one is of particular interest, focus on the lessons for that specific occupation.





News Release (cont.)

East Harbor's Chief of Staff, Dr. Grayson Turner, explained that visiting his father's practice as a child motivated him to pursue surgery. "Being able to see the way my dad touched the lives of so many families made me want to become a surgeon and bring that kind of security and hope to families I saw. If this program can give just a few children that same love for learning and medicine, then I would consider it to be a raging success."

The hospital is also pairing with the Norwalk Public School System to encourage healthy habits. As Turner said, "developing good habits at a young age will help these kids stay healthy for the rest of their lives. Should they ever need our help down the line, we will be here every step of the way as we have been for the last century."

About East Harbor Hospital




East Harbor Hospital is a 500-bed general hospital in Norwalk, CT that employs 985 staff and physicians. East Harbor is the winner of the Guardian of Excellence Award and boasts a 97% patient satisfaction rate.





We thank you for your continued support of our East Harbor Hospital family.

East Harbor Hospital
1111 Birch St., Norwalk, CT 06851
203-374-7448

-  www.EastHarborHospital.org
-  info@eastharborhospital.org
-  [@EastHarborHealth](https://www.facebook.com/EastHarborHealth)

