



REPORT
MEETING OF IHF COMMUNICATIONS COMMITTEE
5 JUNE 2012 – SUN CITY, SOUTH AFRICA

Present:

Dr. Tsuneo Sakai (Chair)
Dr. I. Bastaki
Mr. C. Lussiez
Dr. O. Olatunji
Eric de Roodenbeke
Sheila Anazonwu

Apologies:

Pamela Fralick

Introduction:

Dr. Sakai welcomed all participants and summarised the points of action agreed upon and executed from the two (2) previous Committee meetings. He invited the Committee members to provide recommendations and expound on steps undertaken to date through their respective organisations to develop communications strategies and accomplish the set goals.

Action points executed to date:

Dr. Bastaki - UAE:

An agreement has been reached with the Dubai Health Authority (DHA) to post the IHF logo on the Authority's website and create a link. By this action both the private sector would be attracted. There is also usage of the DHA website by other professional groups as well as other healthcare bodies.

Dr. Bastaki indicated that relations with Qatar were good and as a result had proposed to coordinate a meeting with appropriate government representatives with IHF CEO for membership recruitment and communications purposes.

Dr. Olatunji – Nigeria:

At present the IHF e-Newsletter is disseminated to all hospital CEOs in Lagos. However, For a weblink to be established with the website of the Lagos State Commission for Health , authorisation would be required.

Mr. Lussiez – France:

Potential for outreach and dissemination is significantly hindered by the issue of language. The French Hospital Federation has as plan to select a limited number of articles for translation and publication in the FHF newsletter distributed to such groups as doctors, human resource directors, etc.

Dr. Sakai: Japan

Japan faces the same limitations as the French with regards to language. An international committee would be responsible for selecting articles for translation and publication.

Dr. Abrahao – Brazil:

Dr. Abrahao acknowledged that posting of the IHF logo on full member home page websites was an important and vital action, as is the case with his organisation, CNS. He indicated that ways should be sought to ensure such an activity is duplicated country wide.

Sheila Anazonwu suggested the possibility of calling on full members to request that at least a given number (10) of their major/key healthcare institutions, post the IHF logo with a link on their respective websites, thereby ensuring increased and expanded visibility and knowledge of IHF within and among member organisations.

IHF Secretariat:

Eric de Roodenbeke reported that the Secretariat to address the external element has engaged a specialised communications consultancy group to develop messages for membership recruitment purposes on the one hand and increase IHF visibility in the international healthcare arena, on the other. The Consultancy group will make a presentation of the plan to the GC at its meeting in November

Points of Discussion

It was re-iterated that the purpose of forming the Communications Committee was to overcome the handicap of IHF's non-visibility among and knowledge by members and the rest of the international healthcare community.

The participants agreed that the primary objective and work for the Committee is to improve communications 'internally' between members at organisational and country levels, as well as externally, beyond the IHF membership community. The primary sources/avenues for this task would be the website, e-newsletter and journal. A different approach is to be adopted for each source in the communications strategy.

Source and Communications approach

Website:

- i) Portal of access
- ii) Content to be public (members only section to be retained and accessible by members with use of login system)

e-Newsletter:

- i) Direct communications made accessible to and disseminated to both IHF member groups and the international healthcare community.

Journal:

- i) Paper version: For dissemination to members only and selected groups. (Full members to confirm whether change in numbers are to be made to 30 copies per issue they receive, as per the Secretariat memo of April 2012)
- ii) Electronic version: readable in e-book format; Continued dissemination to members only and selected groups (Last issue accessible by members with use of a personalised login system; archived issues accessible by a general login system).

Next steps

- 1) IHF Secretariat to draft a protocol IHF website profile for full members for posting on their respective sites. Information to be added by the full member to the profile is its membership history to the IHF and where applicable include GC member presence, with links.
- 2) Secretariat to resend to full members memo on journal copies for distribution and login details for electronic version.