

Managing Hospital Media Relations

Healthcare



The Situation

A police officer died shortly after being admitted to the hospital, garnering media attention. Hospital management anticipated a disruptive influx of reporters.

The Solution

A broadcast message was sent to hospital workers through the LiveSafe Mobile App informing them of the officer's admittance and providing instructions for where to direct the media to not impede hospital operations.

The Result

Having received warning and direction, hospital workers were able to send reporters to appropriate locations. This allowed successful management of media relations and prevented disruptions in patient care.

According to a study published in The Journal of Emergency Medicine, patient rooms are at high risk for low-priority interruptions. These interruptions may impact patient care and safety.