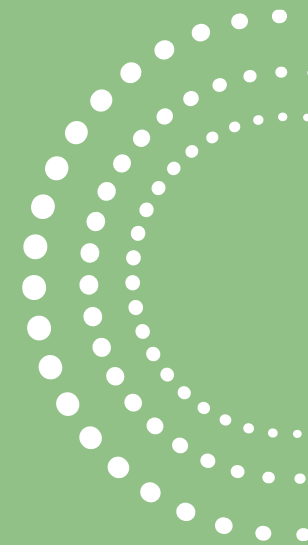


# Beyond Crisis Response: Four Moves to Build a Resilient Hospital Reputation



**Ohio Hospital Association**  
May 19, 2026



# Welcome!



**Becca Thomas**  
Director





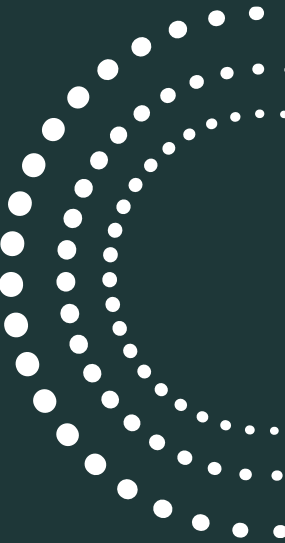
# Why We're Here

- The crisis happened. The dust has settled. Now what.
- Rebuilding, restoring and in many times, restarting.



# BLUF: Bottom Line, Up Front

- Key strategic priorities following a crisis
- Audience identification, channels to consider and ways to shake up your communications outreach.
- Knowing what you're up against
  - Latest trends
  - Best practices
  - PR and social media updates



# Our Current Reality

**AGONY OF PATIENT  
STUCK IN HOSPITAL  
FOR **FIVE YEARS****

**WINTER CRISIS  
CRIPPLES NHS**

**++ Up to 55,000 operations postponed ++ Patients to be put on mixed wards ++ Senior doctors will man doors at A&E to turn away non-urgent cases**

**THE  TIMES**  
**Outrage at hospital attack**

THE BATON ROUGE, LOUISIANA  
**ADVOCATE**

TREADVOCATE.COM | SATURDAY, JULY 26, 2023 | 14M

COVID-19  CORONAVIRUS: THE LATEST

**La. hospitals overwhelmed again**

**CITY HOSPITAL DOCTORS 'STRIKE'**

**Newspaper headlines: 'Ambulance strike threatens lives' and 'call a taxi'**

**Apollo Hospitals Plans to Sell Maternity Care Arm**



STEP ONE

# Consider the Where and Why of Your Response



# Who needs to hear your message?

- How far did the crisis reach?
- Identify the priority audiences
- Consider the channels and ways to reach them
- Ensure it's relevant and specific to all
- Don't play 'telephone'



# Internal Audiences Come First

- Internal audiences should always be informed first
- Board members should never be surprised
- Staff are ambassadors – whether you intend them to be or not
- Trust erodes quickly when internal teams feel blindsided



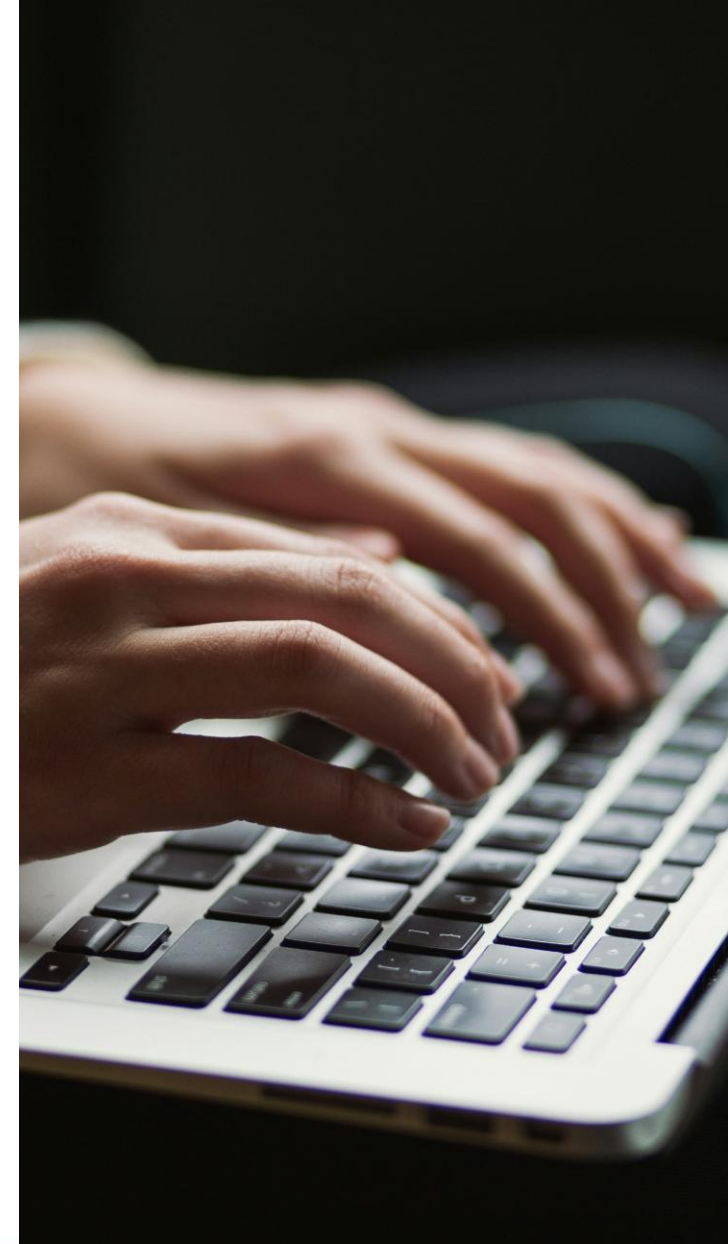
# Communicate in all the places

## Internal

- Emails
- Teams/Slack
- Intranet
- Signage
- Text/calls
- Direct source

## External

- Emails
- Social media
- Ads
- Media relations



# Social strategy

- Control the narrative on your page
- Monitor community pages and keyboard warriors
- Address comments and DMs frequently





STEP TWO

# Build Messaging that Matters

Inspire.





# Practical Tips for Effective Messaging

- Know your agenda (3 things you absolutely need to get across)
- Use your personal voice and connection to the issue/current event
- Share stories of impact whenever possible
- Be clear and concise; avoid jargon
- Know your audience and tailor messages accordingly





# Leading with Values

- Values are what's most important to you and what you're passionate about
- That passion and priority are what define you as a leader
- Values drive every action and should be the foundation of your communication



WHY VALUES?

**Three to five times more likely to build  
trust with stakeholders**





**“EDUCATION”** IMPACTS **KNOWLEDGE**



**VALUES** IMPACT **FEELINGS AND BELIEFS**





**PEOPLE ACT** ON WHAT THEY **BELIEVE AND FEEL**



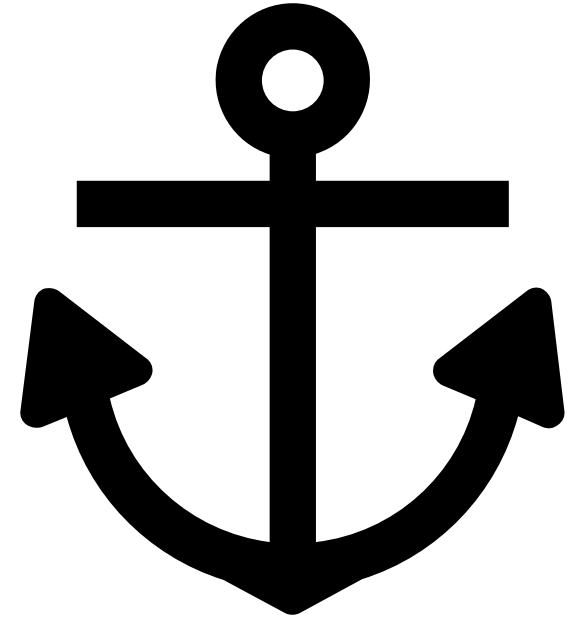
**MORE OFTEN** THAN ON **WHAT THEY KNOW**



# Values-Based Messaging: Your Anchor

**Use values to inform decision making, such as:**

- When to communicate
- What tone to use
- What level of detail is appropriate to share





# Using Values-Based Messaging

## Messaging Examples:

- “Like many organizations, we’re navigating shifts in funding. Our focus remains on responsible stewardship and ensuring continuity of services for those we serve.”
- “While details are still evolving, we remain committed to ensuring access to services and minimizing disruption for those who rely on us.”

## Things to Avoid:

- Speculation
- Over-reassurance
- Silence





Inspire.



STEP THREE

# Lift up Leadership

Inspire.





## Who should represent your organization?

- CEO
- C-level executives
- Board Members
- Service line providers



# Communications Strategy

- Who can tell the story best?
- Consider authenticity
- Don't forget the details
- Prepare in advance



# Written, Spoken, Seen

- Letters to the Editor
- Op-Eds
- Podcasts
- Webinars
- Facebook or Instagram Live
- Town Halls, Public Forums



# Best Laid Plans

- Media training
- Practice, practice, practice
- Expect the unexpected





STEP FOUR

# Garner Community Goodwill

Inspire.



# Meet your patients where they are

- Focus groups
- Anonymous surveys
- Pulse surveys
- Media monitoring



# Keep an eye on the Wild West

- Respond promptly to online reviews
- Monitor your SEO
- Write for GEO
- Keep a close eye on social media comments
- Discuss any public responses online



# Example: Not Addressing The Thing

The ad campaign that launched a thousand critiques: Sydney Sweeney's jeans

<p><b>NEW YORK POST</b> · 8d · on MSN</p> <p>Sydney Sweeney's new 'jean shorts' ad campaign leads to...</p> 	<p><b>Newsweek</b> · 8d · on MSN</p> <p>American Eagle and Sydney Sweeney don't need liberals</p> 
<p><b>Retail Dive</b> · 9d</p> <p>Inside American Eagle's latest bet on Sydney Sweeney for its...</p> 	<p><b>FOX NEWS</b> · 8d · on MSN</p> <p>Sydney Sweeney doubles down with American Eagle after controversial 'Grea...</p>

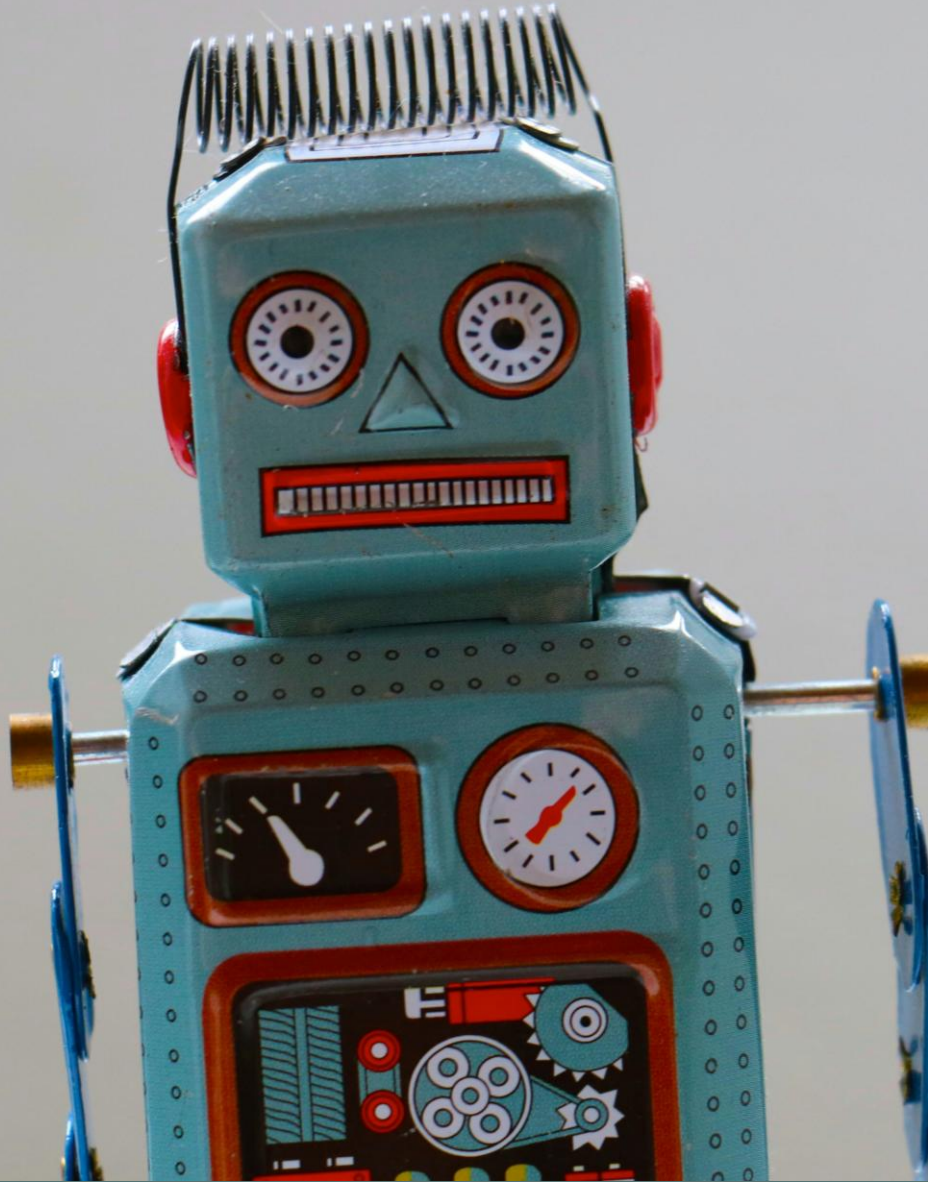
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AND NEXT?

# Trends in PR and Social Media





# An updated PR playbook

- AI is raising the bar
- Revisit your lists
- Share more than the release
- Gain an inch with speed



# Online: Less polish, more impact

- Short-form video continues to evolve
- AI is everywhere
- Social platforms as search engines
- Algorithm-first distribution
- Private groups remain important



THANK YOU

**Any questions?**

**Inspire.**



Thank you  
for your time!

*let's connect*

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