

An introduction to HSE Communications

December 2020



Who we are

We are the full service in-house communications team for the Irish health service



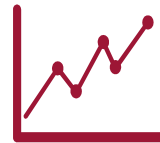
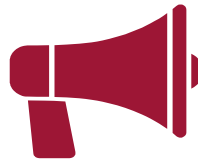
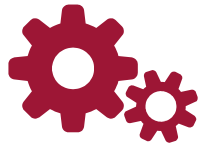
Our mission is to build a better health service. We want to build trust and confidence in the health service; inspiring better health and wellbeing for all through focussed communication services and supports

Our values are Care; Compassion, Trust; Learning

Our vision is a healthier Ireland with a high quality health service valued by all

We can help you with:

- Strategic planning
- Issues and media management
- Web content development
- Social media strategy and content
- Patient, public and stakeholder engagement
- Staff and internal communications
- Marketing and behaviour change campaigns
- Research and insights
- Graphic design and print
- Communications training



Your Communications Teams



Whether you are considering service change and improvement, implementing behavioural change or communicating with staff and stakeholders, we can help.



We can work with you to troubleshoot immediate needs and plan strategically for long-term communications.



Whether it's marketing, media or social media, design or digital, engagement or editorial services, we have the experience and know-how to help you make a difference.

We deliver our work through 5 teams:



- Press and Media
- Programmes & Campaigns
- Digital
- Client Services
- Internal Communications

All five teams are made up of highly skilled, industry-leading professionals with 100s of combined years of health-related communications expertise. We work closely with a wider network of communications colleagues in Hospital Groups and CHOs nationwide.

Client Services

Expert communications
advice for our divisions



Client Directors

Client Directors are expert communications professionals who are similar to consultants . They are there to help the divisions get the most from their communications programmes and opportunities. They manage the work through the support services provided by the communications team.

The client director is the communications link person and point of contact dedicated to the HSE service team they are working with.

The client director is advises HSE services or managers on communications as well as programme managing the communications elements of their work.

- Strategic communications and advisors
- Significant experience in a senior communications leadership role
- Proven experience of implementing integrated communication strategies
- Project management and co-ordination
- Create communications plans in partnership with the service team
- Assist with the business case for communications support
- Media relations and issues management consultancy

Our strengths



- Accumulated knowledge base and experience
- Relationship building across divisions and stakeholders
- Integration with senior management
- Strategic focus
- Building capacity for Communications within Divisions
- Client Director collaboration for cross divisional programmes and projects

Client Directors

**Administration
Support**
Anthony Foran

**National Services,
Winter Plan**
Laura Monaghan

Social Care
Sandra Eaton

AMR/Infection Control
Audrey Lambourn

HPSC / NIO
Maurice Kelly

CHO Comms, Brexit
Stephen McGrath

HSElive, NAS
Carmel Cullen

COVID Test and Trace
Sally Downing

**Acute Operations,
NWIHP**
Ann Martin

Angie O'Brien


Irish Language Service Team

The Irish Language Service Team provides strategic communications advice to CHOs, Hospital Groups, Divisions, Programmes, Office and Services in relation to their Irish Language responsibilities.

The team is committed to improving and promoting the use of the Irish language in the health service.

- Advice re: Official Language Act and statutory obligations
- Complaints handling and resolution
- Liaison with stakeholders
- Education and training in Irish
- Tools and supports for healthcare staff
- Translation Services

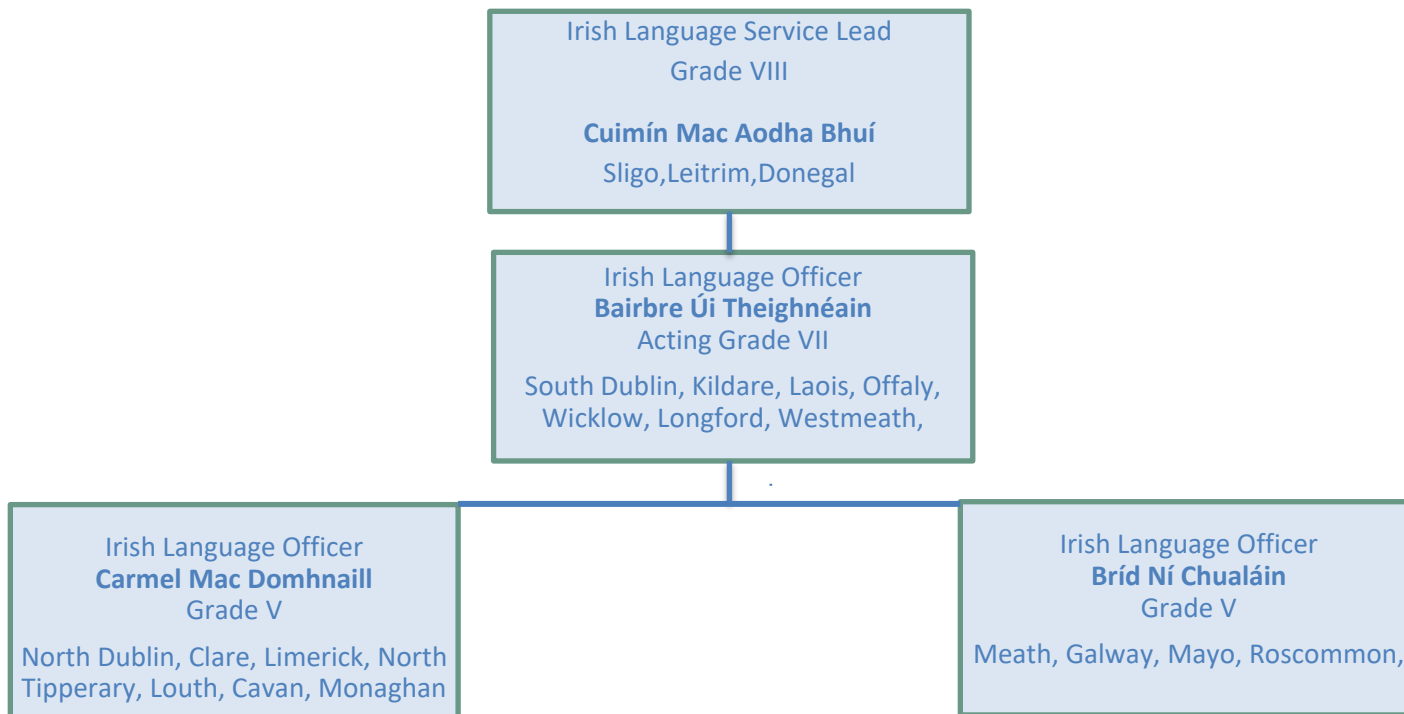
Our Strengths



Improve the
experience of those
who wish to be
communicated with
through Irish

- Detailed knowledge of Official Language Act and statutory obligations
- Many years experience in Complaints handling and resolution
- Relationship building across divisions and stakeholders
- Knowledge of the requirements of front line services in relation to the Irish Language
- Committed to the promotion of the Irish language in the health services

Irish Language Service Team



Programmes and Campaigns

Making it easier to find services
and make healthy choices



QUIT



Programmes and Campaigns

Scale and Reach

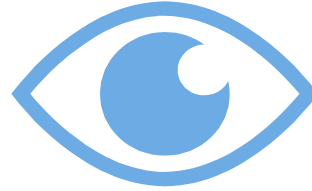
Our Programmes and Campaigns team lead on programmes that require longer-term planning and insights, including all programmes that involve marketing or brand development. Our award-winning and effective work, like Dementia: Understand Together, QUIT, Ask About Alcohol is done hand-in-hand with HSE service teams.



On Target

We also co-ordinate many small or medium scale communications programmes each year, combining great insights, good planning and effective implementation to get the results our services need.

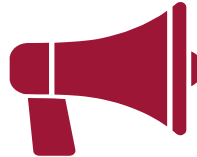
INSIGHT



From our experience, we believe that understanding people is the key to successful communication. We can help you use consumer and audience insights to make your projects more effective.

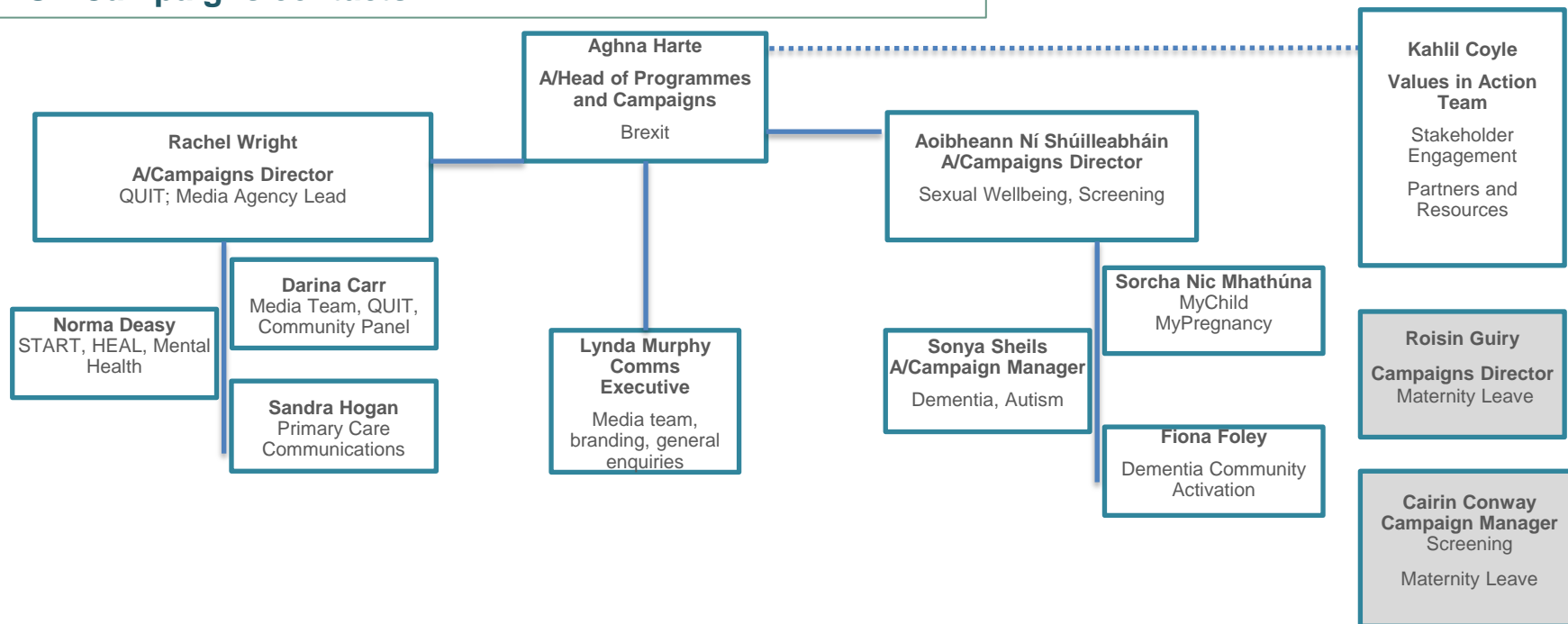
We can help you with:

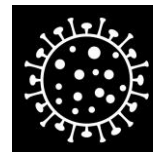
- Research and insights
- Marketing and behaviour change campaigns
- Strategic planning
- Patient, public and staff engagement



Programmes and Campaigns

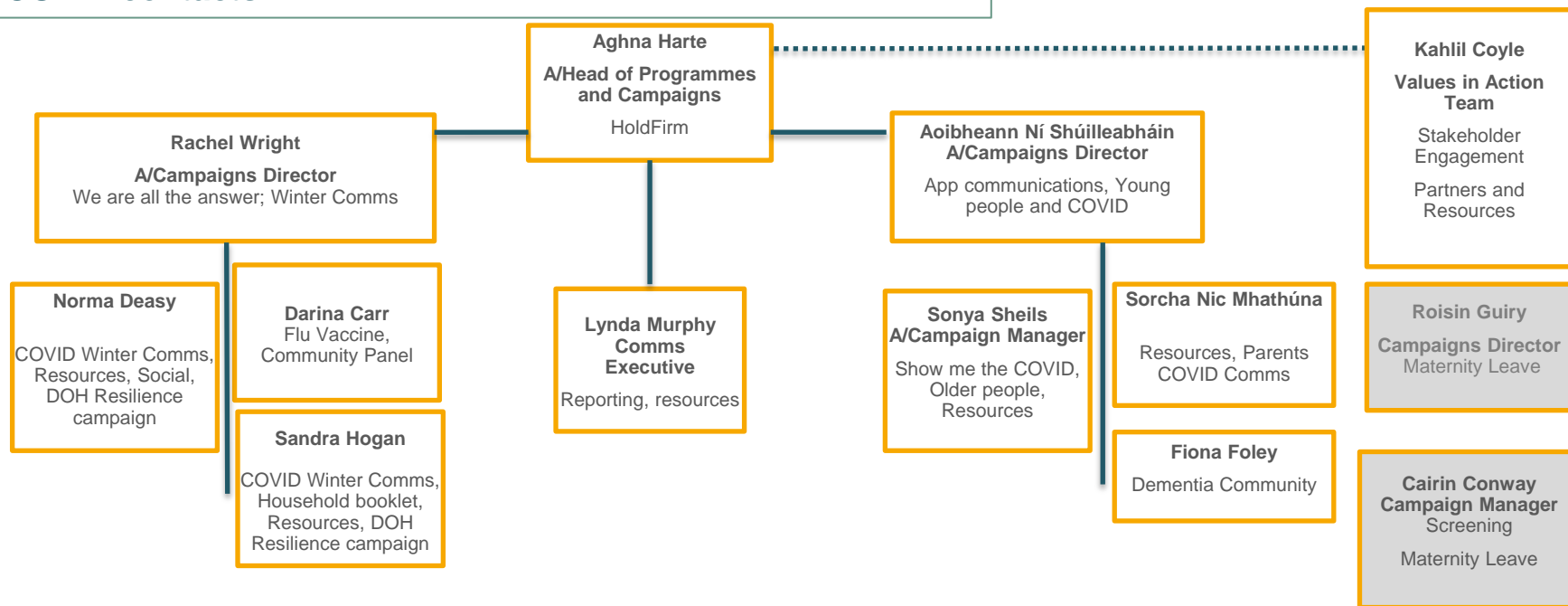
HSE Campaigns contacts:





Programmes and Campaigns

COVID contacts:



Digital

With digital we can make a big impact, without a big spend



Digital

We can help you to make the most of the digital world – from providing your services online to sharing content with your patients, your team, or the public.



Digital



The digital team is responsible for:

- Social Media
- Content Design
- Digital Development and User Experience
- Digital Marketing

All this is underpinned by Insights and analytics.

We are also responsible for:

- Management of digital publishing platforms
- Digital Roadmap design and implementation
- User testing and accessibility
- Editorial and Quality Assurance

Good content and good analysis



Our team build responsive, user-friendly digital products, and provide training and support for you to design and publish content that communicates effectively with users.



We use data and analysis to find out what is working well and where we need to improve – making sure our content and our channels reach their potential.



Our social media experts provide strategic support, advice and training. Social media presents a great opportunity to engage – we can help you to make the most of it.

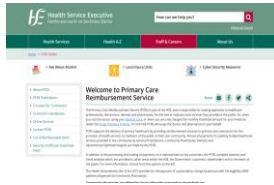
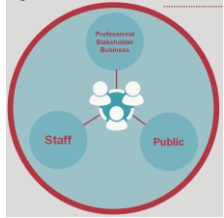
Social Media



The Digital Team manage social media on behalf of the health service.

- Community Management
- Calendar Management
- Insights and Analytics
- Digital Social Marketing
- @HSELive, @HSEQuitteam, @HSEbreastfeeding
- We manage 20+ social channels

Web



HSE.ie receives over 100 million page views per year. It is the core health service website

The digital team are in the process of transforming the user experience. As part of the implementation of the digital roadmap we are rationalising our 30+ standalone websites into three core sites.

The implementation of this roadmap helps our users navigate and engage with health services and manage and improve their own health and wellbeing.

Successful projects include Child Health, Mental Health, QUIT smoking, and many other topics and services.

HSE Live



Your health service guides

HSELive is our omni-channel customer support service and is the first public sector organisation to deliver information through webchat. Customer satisfaction with this new service is 89%. HSELive is currently providing the COVID-19 helpline and has handled over 650,000 calls so far this year

They are based in Ardee, Co Louth and contact centres in Waterford and Cork.

Digital Team

A/Head of Digital
Ben Cloney

Content Team

Content Experience Manager
Brian Malone

Digital Content Lead
Andy Osborn

Digital Content Lead
Steve Cummins

Digital Content Lead
Peter Dineen

Digital Content Executive
Martina Banville Smith

Digital Content Executive
Jen Davis

Content Executive
Gordon Ryan

UX Team

Digital Dev & UX
Manager
Ulla Devitt (Mat Leave)

Digital Dev & UX Lead
Louise Cooney

Digital Dev & UX Lead
Amy Browne

Digital Marketing & Analytics

Digital Marketing &
Projects Lead
Adrian Sweeney

Digital Marketing Executive
Aoife Ward

Digital Executive
Marcus Looney

Social Team

Social Media Manager
Muiriosa Ryan

Social Media & Data
Analytics Lead
Frances Plunkett (Mat
Leave)

Social Media & Data
Analytics Lead
Tom Fitzpatrick

Social Media Executive
Áine O'Connell

Social Media Executive
Bronagh McDermott

Delivery

Digital Delivery Manager
Catherine Doyle

Digital Delivery Executive
Edel Brennan

HSElive

HSE Live Team Leader
Geraldine Charman

Operations Supervisor
Olivia Walsh

Quality & Data Analytics
Supervisor
Suzanne McGee

Customer Service Staff
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Press & Media

Do you want the good news
or the bad news?



Press & Media

Media Relations

Our News and Media team of specialists deals with broadcast, print and online media on a daily basis. The Press Office responds to approximately 5,000 queries each year. We gain positive coverage for the health services through proactive engagement with the media.

Issues Management

When serious issues arise, we offer a crisis management service based on years of experience. We can also train and support your team to prepare for broadcast and print interviews, and we provide a daily news digest tailored to your needs.

We can help you with:

- Strategic planning and management of communications
- PR advice
- Public information and awareness messaging
- Issues management
- Support and Media Training for HSE Staff
- Media Relations and proactive engagement
- Media analysis



Proactive PR & Public Information:



Supports and services for breastfeeding mothers amid Covid-19

Learning how to breastfeed during a hands-off pandemic is challenging, but support organisations have responded by moving their services to phone lines and online



THE IRISH TIMES

HSE wins award for efforts to tackle sepsis

...first hour. New guidelines were recommended in official



HSE urges parents to ensure children under 12 get vaccinated against flu

Health service says it can be difficult to tell if symptoms are flu or Covid-19 in children

HSE marks Sepsis Awareness Month throughout September



Diagnose HSE marks Sepsis Awareness Month throughout



Press and Media Team

Head of Press & Media
Ciara Ní Ruairc

A/Deputy Head
Mary Gleeson

Senior Press Officer
Emma Lynam

Press Officer
Amanda Kenny

Press Officer
Lynne Caffrey

Press Officer
Oonagh O'Mahony

Press Officer
Yvonne McCahill

Administrator
Stephen Benson

Internal Communications

Amplifying our employee voice and
building our internal networks



Our Team

Emma Finn

Head of Internal Communications

Ann McLoone

Internal Communications Lead
Our Health Service

Yvonne Costello

Internal Communications Lead
Campaigns and Channels

Jennifer Carrie

Internal Communications
Executive

Amy O'Neill

Internal Communications
Executive

Internal Communications

We manage communications between staff, management and senior leaders.

We are responsible for:

- Creating and implementing the internal communications strategy for the HSE;
- Managing the staff website, broadcast mails, #OurHealthService, Staff Webinars, Leadership communications and Health Matters;
- Developing internal comms channels, including digital, to support effective communication across the HSE;
- Creating and sourcing engaging content for targeted messaging;
- Connecting our colleagues to facilitate collaboration, two-way conversation and feedback across all functions.

Internal Communications

We can advise and help you with:

- Targeted internal communications campaigns
- Internal audience reach and segmentation
- Employee engagement and behaviour change

HSE | Communications Business Team

Comms Business Team

Ensuring it all runs smoothly



Communications Business Team

We manage;

- SAP financial budgets
- HR SAP
- Training
- Network events
- Lean process
- FOI/ PQ's
- Compliance
- CPG process
- & much more

Business Manager
Mary Brodie

Carla Crosby

Anthony Foran

Jennifer Magee

Ronan Fennell



for the Communications Division

How to get started with a project



We meet weekly to assign support to new projects



All you have to do is complete a short introductory plan



Ask anyone in the Communications Division for help talk to one of our teams, or start with your Division's Client Director

Talk to you soon

Media Issues - press@hse.ie

Digital Enquiries - digital@hse.ie

Programmes and Campaigns - crpg@hse.ie

Internal Communications – internalcomms@hse.ie

www.hse.ie/communications