

Associates see improvement in Nemours Communication

Results of 2006 Communications Survey

A third of Associates took ten minutes to respond to a questionnaire about how well Nemours is getting messages across as well as how we prefer to get needed information. There's good news and very good feedback on how we can do better.

Associates report being well informed regarding our mission, vision and values. The strong response allows a high level of confidence that this finding represents the view of the whole organization, within a plus- or minus-three percentile range.

A clear majority of us want face-to-face communication (76%) when possible, although a comparable percentage prefer to receive information online as a first or second choice. While many Nemours Associates with patient care responsibilities do not have easy access to a computer, analysis shows that almost a fifth of nurses responded to the electronic survey—a robust sample but less than the general average. More focused research will follow up with qualitative research on nursing and other caregiver preferences. Another plus for the survey process is that the number of physicians taking part was slightly higher than the general average.

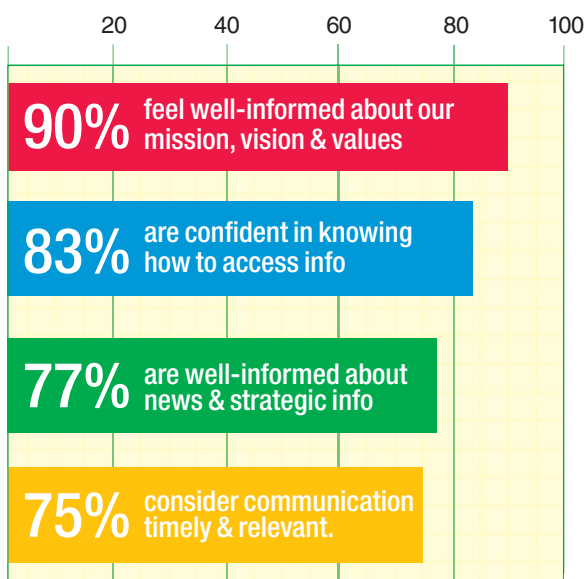
Survey questions addressed the effectiveness of specific communications created for Nemours Associates. Responses indicate that *Nemours Vision*, the bi-monthly publication with a strategic focus publishing this report, is read by 76% of Associates.

News@Nemours, a news and information digest, is read by 70%. Two years ago a mini-survey reported that 21% of the small sample reported reading *Nemours Vision*, one of the questions offering direct comparison. In another follow-up look at climate change, the 2006 Great Place to Work® survey showed a 9% improvement in communication-related questions, with areas such as perceptions of management credibility and “We’re all in this together” scoring the greatest gains.

Sometimes the most valuable feedback points to areas of possible improvement. Most respondents do not prefer information mailed to the home and some request the opportunity for more customized delivery options. While a majority are opting for web-based information—perhaps enabling a cut in print costs for hard copy—some wrote in requests for easier navigation on *NemoursNet* (intranet) and *Nemours.org* (internet). The latter findings will be well received by the advisory group and web redesign team who have anticipated this need, to be reflected in a new launch later this spring.

“Kudos to the entire team across the organization that has successfully led the important effort to integrate and improve the effectiveness of Nemours communication,” commented Patrick McCabe, Managing Director of Public Relations and Communications. “Anne Wright, Senior Director of Business Development for the Delaware Valley, has lent a considerable amount of her leadership to this effort with clear result, as has Margaret Coupe and her team.

As part of our focus on strategic communications, Margaret will continue in the role of director, joined by Lindsay Stump Powell as manager of creative services and Kelly Westermann as communications consultant. We are off to a great start on the road to continuously increasing Associate satisfaction with communication and developing new capabilities to help make Nemours a great place to work for all of us.”



Associates Communications Survey