



Communicating the New Bendigo Hospital Project

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Bendigo

- 90 minutes from Melbourne
- Population over 100,000
- Bendigo has excellent education facilities, it offers the advantages of city life combined with the beauty of living in the bush, where art, culture, food, wine and heritage attractions are in the abundance
- Bendigo is buzzing with growth, with over 4,000 local businesses . Bendigo Bank, Fernwood Fitness Centre, Bendigo Mining, Myer and Jimmy Possum Furniture were all born in Bendigo
- Bendigo being one of Australia's fastest growing regional cities.

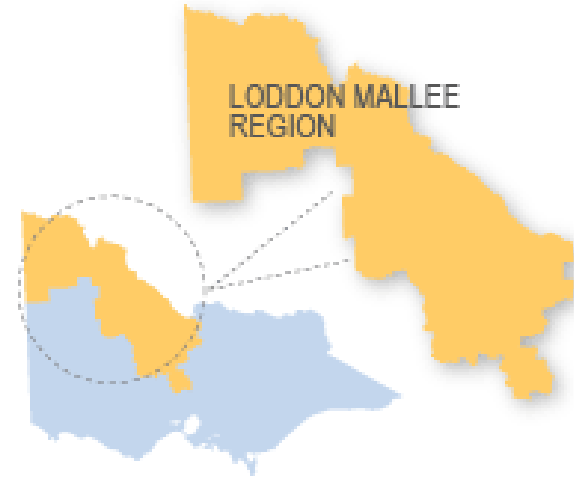


Bendigo Health

With a staff of over 3,300 and covering an area a quarter of the size of Victoria (catchment of approximately 300,000 people), Bendigo Health is a 678 bed service that annually treats:-

- Over 35,000 in-patients
- Over 44,000 emergency attendances
- Over 1,200 babies born
- Over 10,000 surgical procedures

The organisation provides services in emergency, maternity, women's health, medical imaging, pathology, rehabilitation, community services, residential aged care, psychiatric care, community dental, hospice, palliative care, cardiology, cancer services and renal dialysis.



New Bendigo Hospital Project - Summary

- Project total \$630 million
- The project will be delivered as a public private partnership
- Enabling works underway to prepare and clear site for construction. Enabling works include the relocation of the ambulance station, closure of Mercy Street and intersection and energy works
- Construction commencement December 2012
- Project completion 2016.

New Bendigo Hospital Project



New Bendigo Hospital Project

Under the project, the New Bendigo Hospital will be significantly expanded.

- Total beds will increase from 369 to 618
- Operating theatres will increase from six to 10
- Radiotherapy bunkers will increase from two to four.

Updated Concept Image June 2011





The essential components of world class

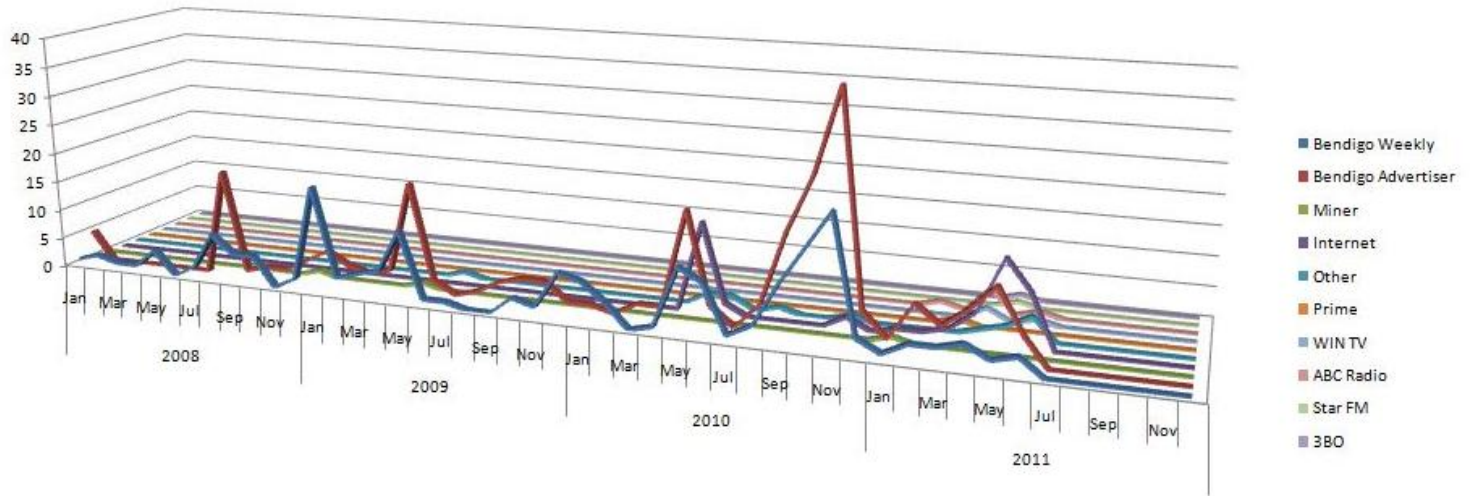
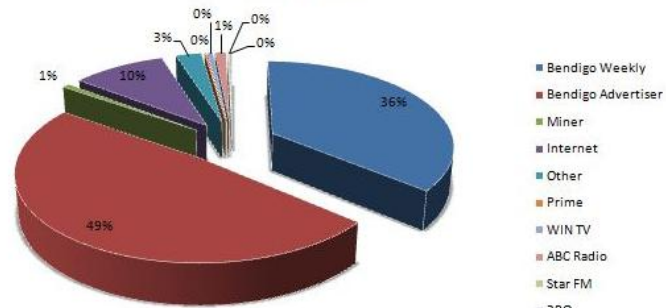
1. Self sufficiency (access)
2. Quality and risk framework
3. Contemporary evidence based models of care
4. Sustainable workforce model
5. Technology and contemporary E-Health environment
6. Minimal carbon footprint
7. Healing environment/gardens
8. Integrated regional delivery model (doing the right things).

New Bendigo Hospital communications

- As the largest regional health infrastructure investment in Victoria's history, there is a significant amount of interest in the project
- Very early in the project we identified that successful communications was a key element of the project
- A detailed communications strategy and community engagement strategy has been developed to ensure the right people, receive the right information, at the right time
- Stakeholder mapping identified around 40 stakeholder groups, this includes consortia, media, local community who are all following the project closely
- A number of mechanisms are used including the development of a purpose-build website, social networking, quarterly newsletter and a regular blog.

New Bendigo Hospital communications

New Bendigo Hospital Media Coverage
2008-2011





Social media

it's not when do we do it - it's how do we do it

We have links from the New Bendigo Hospital website to our social media networks

- Australia is the most prolific user of social media in the world
- 80 per cent of Australians use the Internet
- Australians are spending an average of seven hours each month on social media sites
- Almost two in five Australians are interacting with companies via social networking sites.

Source: Box Hill Institute/The Future



Social media

it's not when do we do it - it's how do we do it

Facebook

- Facebook has over 500 million users world wide (that's Australia filled 22 times or if it was a country, it would be the third largest country in the world)
- One billion pieces of content are shared on Facebook daily
- Facebook tops Google for traffic
- The average user becomes a fan of four pages each month
- The New Bendigo Hospital project has over 500 Facebook friends.

Source: Box Hill Institute/The Future



Social media

it's not when do we do it - it's how do we do it

Twitter

- Tweets have risen from 5,000 per day in 2007 to nearly 100 million per day in 2011
- Mobile Twitter usage rose by 347 per cent last year.

YouTube

- Is the second largest search engine in the world
- Nearly two hours of video is uploaded to YouTube every second.

Source: Box Hill Institute/The Future

New Bendigo Hospital website

- The website is the main communication tool for the project
- We track website hits through statistics provided by our website host
- Monitoring website statistics helps us identify who we are blogging to and what they want to know
- According to our statistics we know the key areas on interest on our website include the home page, the photo gallery and the blog . Last week our blog page received over 150 hits in the first few hours of a new entry being posted.



Successful blogging

There is plenty of information available on successful blogging.

- Develop your blogging strategy – identify who you are blogging to and what you plan to tell them
- Connect with your followers – let them know who you are and what your background is. This will help them determine why they should follow you
- Write useful content and blog often – don't use jargon or acronyms. If you use technical terms, offer a definition. Aim to blog each week to keep your followers interested.

Successful blogging

- Be interactive – provide an avenue for your followers to comment. It's OK if they don't always agree with what you've got to say
- Utilise social networking – use social networking to drive your 'friends' and 'followers' to your website. Use teasers on Facebook and Twitter so your followers want to read more
- Monitor your reputation – Google your organisation, Google yourself. See what the online community have to say. Use free services such as Google Alerts, Tweet Deck, Technorati.

Did you know there are currently over 156 million blogs on the internet.

Source: Wikipedia

2010 study tour

In June 2010, I undertook a study tour of hospitals in Holland, Belgium, Spain and the United States of America.



The aim of the study tour was to:

- gain an understanding of the trends in healthcare design
- gain exposure to the machinations of very large health projects
- provide an opportunity to interact with healthcare professionals from around the world who had already undertaken significant health capital development projects.

Study tour findings

- Hospitals should be designed to be **as small as possible** using efficient workflow as a driver, the traditional reliance on schedules of accommodation tends to drive larger outcomes
- Information and Community Technology requires changes to the organisational structure to include **clinical information and technology staff** for effective implementation of clinical applications
- A **robust information and communication technology network** based on wired and wireless approach, coupled with an **electronic medical record (EMR)** is springboard to a digital hospital

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Study tour findings

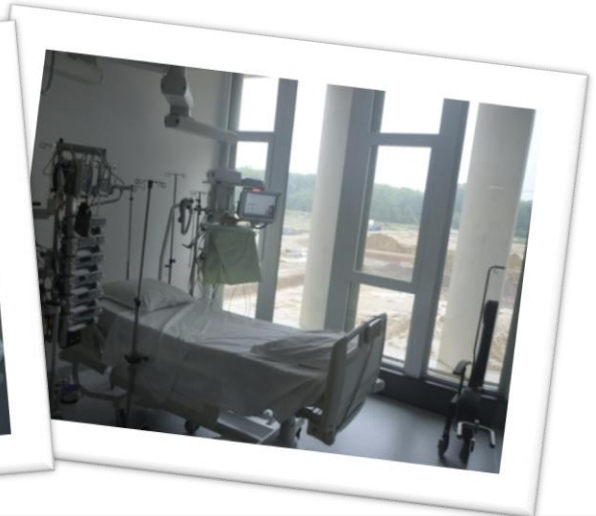
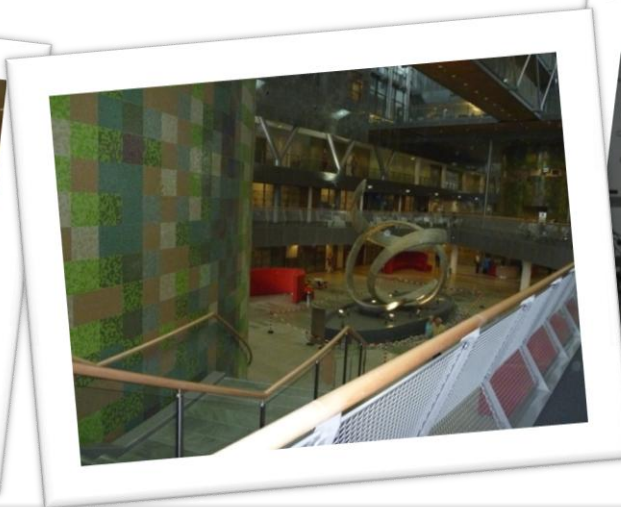
- **Unified communications** and **real-time location systems** provide the best value for money workflow improvements for staff, in particular nursing
- The provision of **non-core services should be delivered off-site**, where possible, to reduce the capital build costs and lower operating costs.
- The use of **automation to provide integrated logistics solutions** is a cost-effective whole of life solution
- Design of the hospital should not preclude the future use of **automated pharmacy and pathology**

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Study tour findings

- Spaces for **staff change areas**, lockers and shower/ablutions should be included in the design philosophy and be easily expandable to accommodate changes to the future provision and use of uniforms on and off site
- **Patients should be in control of their environment**, such as heating, lighting and have access to an intelligent nurse call system intended to optimise two-way patient nurse communication
- **International best practice** relating to the use of way-giving, natural light, public/patient separation, communal spaces and retail areas should be included.



Further information

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