

COVID-19 Internal Communications

A Case Study



WakeMed Health & Hospitals is a 941-bed system, including three full-service hospitals, based in Raleigh, North Carolina.

Situation

The coronavirus pandemic created a rapidly changing situation that required near constant communication among WakeMed's internal audience of 13,500 team members. New updates were developing daily and the WakeMed leadership needed to get everyone on the same page to maintain the highest level of safety for patients and staff.

Solution

The Marketing and Communications Department developed *WakeMed Daily*, a podcast for their internal audience.

Each morning at 10 am, a new episode was posted. It covered a look-back of the day before and an update on what staff needed to know for the day ahead. Key hospital leaders recorded the messages by phone, and DoctorPodcasting edited and published each episode on the WakeMed website.

Success

The podcast was well-received by the staff and successfully cut through email fatigue. The messages conveyed thoughtfulness and personality of the leaders, a benefit unique to an audio format. The podcast allowed for long-format messaging and provided easy-listening and convenient access for staff members who were constantly on the move.

As the crisis response began to normalize, the podcast frequency was reduced to three times per week, and then to once a week. The procedure and process will remain in place, ready for a quick revival the next time they face a situation where this type of constant information flow is needed.

Listen to our full interview with WakeMed Vice President Debra Loughrey at <https://doctorpodcasting.com/covid-19-response>.

