

Q3 Communications Monitoring Report

Presented to: Communications & Development Committee

Presented by: K. Kelly, Marketing & Communications Specialist

Date: February 10, 2026



Premise & Purpose

- Reporting Period: October 1 – December 31, 2025
- Ongoing monitoring of media and community feedback supports early issue identification and reputational risk management.
- Timely responses and regular updates to senior leadership ensure awareness and coordinated action.



Executive Summary

- Q3 media attention included a mix of positive, neutral, and negative coverage.
- Positive stories focused on improved diagnostic access and community initiatives; neutral pieces highlighted operational updates.
- Negative sentiment related mainly to broader system pressures. No reputational crises occurred, though ED and staffing pressures were monitored as emerging risks.



Overall Sentiment

- Overall sentiment: mixed-to-positive, with strong coverage on expanded MRI hours and “care close to home” messaging.
- Negative or cautionary headlines appeared mid–late November due to capacity pressures and viral season impacts.
- Internal Code Orange declared late December to manage the inpatient/capacity pressures (both sites)
- Influenza outbreak (Smiths Falls Med/Surg, early December) created short-term reputational risk.
- Risk was mitigated through timely public updates and clear safety guidance.



Key Media Mentions: Positive & Neutral

- **MRI Service expansion & access:** PSFDH expanded MRI hours to reduce wait times and improve access, seen as a step forward in patient care
- **Staff Support for Inclusion:** Workplace Wellness Committee donated to local Pride programming, reinforcing community engagement and inclusiveness
- **Staff & Physician Recognition:** PSFDH celebrated the achievements of staff and physicians at awards night; Healthcare Professionals Week
- **System strain & capacity** (ER wait times warning; LTC bottlenecks; modernization plans).
- **Infection prevention & safety** (outbreak declaration and resolution; masking messaging).
- **Operational:** New Phone System launched in November
- **Corporate:** Celebration of 30th Anniversary of Hospital Amalgamation with MPP Jordan



Key Media Mentions: Operational Pressures & Neutral-Negative Coverage

- **Infection prevention & safety** (outbreak declaration and resolution; masking messaging) (Social Media Messaging)
- **Emergency Room Wait Times Spike:** PSFDH issued warnings (social media) about rising ER wait times due to capacity pressures (Social Media Messaging)
- **Internal Code Orange:** PSFDH declared an internal Code Orange due to high emergency volumes and inpatient bed capacity pressures.



Emerging Risks/Topics

- Sustained **bed capacity constraints** tied to LTC availability, risking prolonged ED wait times and elective care disruptions.
- **PSFDH-owned newsroom updates (Oct)** – PSFDH social media and media releases on expanded MRI services and wellness initiatives reinforced a proactive, community-focused image.
- **Diagnostic Imaging wait times (Dec 3)** — publicly posted DI estimates showing notable improvements supported access and transparency messaging.



Emerging Risks/Topics: Other

- **Municipal Presentations** – PSFDH provided a series of updates to area municipalities (October – December)
- **Foundation campaign & events** — ongoing progress toward MRI fundraising, Radiothon promotion, and impact reporting strengthened community trust and engagement.
- **Workplace Violence & Safety** – Dr. A. Drummond – December 1, 2025 (OMA Facebook post) – Workplace violence against physicians and other healthcare providers every day across Ontario.



Media Metrics Overview

Metric	
Volume & Reach <ul style="list-style-type: none"> - Number of stories/posts - Estimated audience 	PSFDH-owned Facebook posts: 47 Top performing post: “Internal Code Orange” <ul style="list-style-type: none"> - December 29, 2025 - Reach – 79,358 - Views – 130,619 views - Likes & Interactions – 143
Engagement Trends <ul style="list-style-type: none"> - Mentions (likes, shares, comments) - Tone 	Top Engagement post: MRI Services <ul style="list-style-type: none"> - November 4, 2025 - Reach – 23,094 - Views – 37,981 - Likes & Interactions – 526



Crisis Communication Planning

- **Key Messages/Speaking Points:** With the recent circulation of Dr. Alan Drummond’s video (December 2025) re: “Workplace Violence & Safety” via the Ontario Medical Association, a series of key messages/speaking points have been crafted. The key messages have been shared with the PSFDH Joint Health & Safety Committee.
- **Mock Emergency Codes:** As noted in the initial monitoring report, the Hospital continues to conduct mock codes for awareness and education and in preparation of the upcoming May 2026 Accreditation Canada survey.
- **Board Education:** “Incident Management System” will be provided to the Board in March 2026.



Board Assurances: Looking Forward

- The Hospital is exploring a *social media/media listening tool* to better track how PSFDH is represented across online and traditional media.
 - This capability would support real-time monitoring of emerging themes, concerns, and community sentiment.
 - Tracking mentions, keywords, and conversations would help identify trends, risks, and engagement opportunities.
 - A social listening tool would strengthen proactive communication and overall reputation management.
- *Ongoing communication efforts* aim to inform the community and build confidence in PSFDH's leadership and priorities.
- *Communications strategies will continue to be reviewed* and refined to support the Board's governance role and maintain a strong, resilient reputation.



Follow Us!

- Stay connected with the latest news, updates, career opportunities, and memorable moments at Perth and Smiths Falls District Hospital.



Questions?
Thank you

