

Healthcare Patient Communication Strategy Template

1. Objective

Describe the main goals of this communication strategy

2. Target Audience

Who are the primary patients or groups being addressed?

3. Communication Channels

List channels to be used (email, phone calls, SMS, portal, etc.)

4. Key Messages

Identify key messages to communicate

5. Responsibilities

Who is responsible for each part of communication?

6. Frequency & Timing

How often and when will communications occur?

7. Feedback Mechanisms

How will patient feedback be captured and addressed?

8. Evaluation & Metrics

How will the effectiveness of communication be measured?