



C. Difficile: Handling an Outbreak

A Tale of Two Crises

Brady Jefferson Wood
Chief Communications Officer

November 1, 2012





Title of the presentation
May 16, 2012

Background

- Niagara Health System is one of the largest health systems in Ontario when considering geographic reach / catchment and number of sites (7)
- Annual budget of nearly \$ 500 million
- Affiliated with McMaster University
- Complex political and media environment





Title of the presentation
May 16, 2012



 NIAGARA HEALTH SYSTEM
SYSTÈME DE SANTÉ DE NIAGARA

Title of the presentation
May 16, 2012

C. Difficile Crisis Communications

- Acknowledgement of new tone and approach
- Daily media briefings
- Transparency on data; quick turnaround for death reviews
- Message tracks:
 - Accountability of organization; empathy for families
 - Actions taken
 - Education about C. difficile
 - Heroic staff battling superbug
- External expertise sought – Dr. Michael Gardam
- Foundation "Be Part of the Solution Campaign"

Focus on those we serve | Bring out the best in each other | Build strong and successful relationships | Create a better way | Use our resources wisely

 NIAGARA HEALTH SYSTEM
SYSTÈME DE SANTÉ DE NIAGARA

Title of the presentation
May 16, 2012

Patient Safety and Reputation

- At the peak of the C. difficile outbreak, Emergency admissions were down approximately 20% when adjusted to take other factors into account

Focus on those we serve | Bring out the best in each other | Build strong and successful relationships | Create a better way | Use our resources wisely
