Communication in the Planning Process

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

Author Note

[Include any grant/funding information and a complete correspondence address.]

Communication in the Planning Process

**Introduction**

Communication is a source to interact with people and other market segments and is essential to an organization for developing stronger communication linkages for growth and survival in the market. For growth and development of an organization, a strong strategic program planning plays a key role. It is the same with the health care organizations, which have progressed consistently in the services that they provide to the patients. Organizations are diverse environments, consisting of employees from divergent functions; managerial, accounts and finance, human resource management, specialized doctors, laboratory technicians, nurses and caregivers (Hart, 1992). However, communication in the strategic planning and processes for healthcare is a complex system that requires specialized staff to make policies and strategies in the organizational culture.

Communication is a tool to convey messages and information within the organization and externally to plan strategies and policies to accomplish the objectives. In the provision of healthcare services, there can be no room for mistakes and errors because it deals with death and emergencies, and health care services are more focused towards the efficiency of the organization. The efficiency of healthcare services is based on communication and coordination between the staff and employees. Any miscommunication can cause unexpected results in the healthcare system and this can threaten the lives of the patients. So, the communication needs no breaks, it should be continuous and should be followed by quality objectives and standards.

# Response Two: Key Concepts

During the process of strategic planning and management, the communication system has to include the strengths and weaknesses of the organization and the objectives as well. A hierarchal setup is followed during planning and management. The top management and leadership share the information with the employees working under them. The information shared with the employees and the top management ensures the quality of the services to achieve the goal of the organization. There are several ways to share information with individuals and groups like emails, live discussions and meetings. For an organization, the five key concepts relating to the efficient strategic planning for organizational communication dissemination are:

* **Resources**: For an organization, it is important to identify the resources available within the organization so that they will be utilized to achieve the goal of the organization.
* **Access to resources**: It depends on the organizations how they treat the information, which is available, and how they store this information. The information which is stored is used by the researchers and the individuals who work on the projects.
* **Availability of information**: The identification of the formats is important while accessing the information in the organizations. However, the information should be available to be utilized within the organization by the employees.
* **Challenges**: Communication gaps within the healthcare system can be challenging and these can impact the decision making of the consumers while choosing the services. When consumers i.e. the patients are not served with proper and quality services because of communication gap between them and care providers, then they shift their priorities towards other services.
* **Modes:** The modes and mediums are the sources through which the messages are conveyed, and the information should have a complete description. There has to be a better understanding of the messages, to avoid misinterpretation and wrong treatment suggestions.

# Response Two: Key Concepts

The environment and the system of the healthcare organization are very broad and complex because of nature, which deals with emergencies, a vast number of people and employees from various functionalities. It is a challenge in healthcare to expect an effective communication in the organization because of some interconnected forces. The system becomes complex and the communication is interrupted because of a vast system based on specializations aiming to deliver care to the patients (Nutbeam, 2000).

The hierarchal structures include several employees and stages with defined roles and responsibilities. These structures have created a communication gap between the staff including doctors and professionals from the organization. This communication gap increases the limitations on communication rather than enhancing productive and open communication. However, this communication gap leads to mismanagement in the teamwork and creates differences between the group members and the leaders.

Communication is critical and important for quality services in the healthcare system, but education and knowledge are important. Professionals need to focus on the technical, technological, improved communication and teamwork skills in the organization (Derman & Jaeger, 2018). Teamwork is important to communicate properly but if the concerns and messages are not conveyed properly, there will be unexpected results.

**Recommendations**

Within the organization, the use of resources and communication should be improved by mutual understandings and decision-making to settle the issues and disputes. To ensure quality services to patients in healthcare, management can arrange training sessions for their employees. Communication should exist among all the concerned and responsible employees, which should include strategic planning and management.

**Conclusion**

The healthcare organization plans strategies to achieve the objectives and goals and complete the tasks with the help of strong communication skills and strategic planning. Hence, communication system must be strong to enhance the quality services to the patients using the maximum resources available within the organization. The gaps in communication can lead to unexpected results which are sometimes not favorable to the internal environment of the organization. So, proper strategic planning and proper communication systems within the organization can lead to positive and effective results and may help to develop more.

References

Derman, R. J., & Jaeger, F. J. (2018). Overcoming challenges to dissemination and implementation of research findings in under-resourced countries. *Reproductive Health*, *15*(1), 86. https://doi.org/10.1186/s12978-018-0538-z

Hart, S. L. (1992). An integrative framework for strategy-making processes. *Academy of Management Review*, *17*(2), 327–351.

Nutbeam, D. (2000). Health literacy as a public health goal: A challenge for contemporary health education and communication strategies in the 21st century. *Health Promotion International*, *15*. https://doi.org/10.1093/heapro/15.3.259