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app

by APPrise mobile

# HEALTHCARE COMMUNICATIONS PROFESSIONALS CHIME IN ON TECHNOLOGY PREFERENCES

# 96%

of those surveyed say effective internal communications is critical to employee engagement

# 78%

of communicators in healthcare find it difficult to communicate with their employees



**75%** - too busy dealing with patient or other work related issues

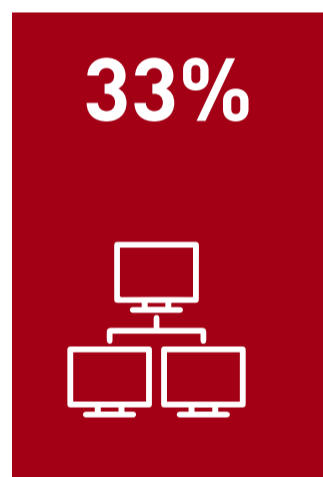


**60%** - long shifts with odd hours make communications a challenge



**53%** - are front-line caring for patients and don't sit at a desk with access to a computer

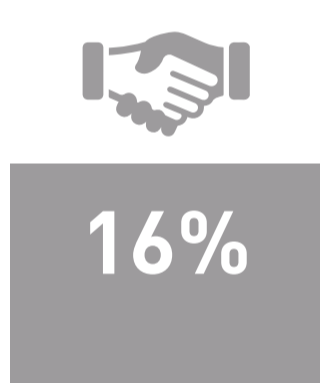
## Other than email, which communications method is the most effective?



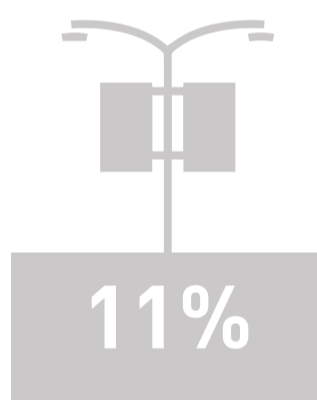
Corporate Intranet



Mobile App



In person meetings



Posters/signage

### Does your organization use Social Media to communicate with employees?



43% Yes



57% No

### Of those that use Social Media to communicate with employees:



79%



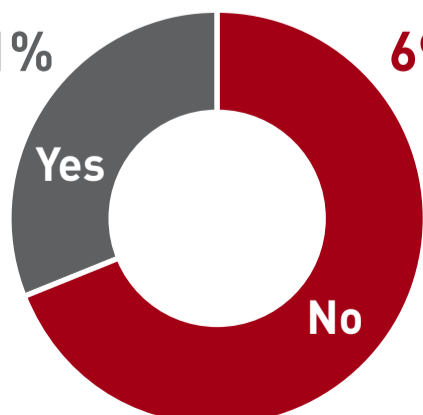
63%



63%

### Does your organization use a Mobile app to communicate with employees?

31%



69%

### Why a Mobile App for Communications?



65%

General Employee Communications



59%

Scheduling



53%

HR Information and benefits

Instantaneous Push and Instantaneous Access to Important Information

Survey included responses from 60 Healthcare Communications professionals taken from March 28, 2017 - April 7, 2017

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