

Terms of Reference

—

External Community eNewsletter

Introduction

The purpose of this Terms of Reference (TOR) is to establish guidelines for the creation, development, and management of Southlake's new community electronic newsletter. This e-newsletter aims to keep the community informed about hospital news, health education, upcoming events, and other relevant information to empower residents with a trusted source of health- and wellness-oriented content in northern York Region and southern Simcoe County.

Background

Southlake's External Community Newsletter is a quarterly publication designed to serve the community members in the hospital's catchment area. Delivered in an electronic format, the newsletter will provide links to web stories, PDF content, and other multimedia materials. The primary purpose is to inform readers about activities at Southlake and within the catchment area as a valuable resource for healthcare news.

Objectives:

1. **Informative Updates:** Provide accurate and timely information about Southlake's activities, initiatives, and events within the catchment area.
2. **Authoritative Source:** Ensure the content is validated and speaks with authority, establishing the newsletter as a trusted source of truth.
3. **Brand Building:** Strengthen Southlake's brand by highlighting Pride of People, Place, and Performance.
4. **Behind the Scenes:** Offer readers an exclusive look behind the scenes at Southlake, explaining the reasons behind various initiatives and activities.
5. **Educational Resource:** Serve as an educational tool for the community, providing valuable insights and information on healthcare topics.
6. **Community Content Curation:** Curate content from various reliable sources, including media and partner organizations, to ensure comprehensive and credible healthcare news coverage.

By achieving these objectives, the External Community Newsletter aims to foster a well-informed community, promote Southlake's values, and enhance healthcare knowledge within the catchment area.

Roles and Responsibilities

- **Chief Communications Officer**
 - Responsible for project oversight, final approval authority (Appendix E) and sender of the newsletter.

- **Manager, Communications and Public Affairs**
 - Responsible for managing the editorial calendar, workback schedule, oversight of the Community Editorial Committee, and overall management of the Editorial Process Map (Appendix A).
- **Corporate Communications Team**
 - Responsible for curating and producing content, managing layout, and informing the editorial schedule.
- **Community Editorial Engagement Committee**
 - Responsible for providing recommendations on content, community oversight and will act as an informational body on activities within Southlake's catchment area.
 - The committee will be chaired by the Manager, Communications & Public Affairs, and will be comprised of up to twelve (12) external representatives at the authority of Southlake's Communications leadership team.
 - Members will hold a two-year term, with a commitment to attending one-hour long quarterly meetings.
 - Membership will require appropriate confidentiality and non-disclosure agreements per Southlake protocols.
- **Content Contributor**
 - The opportunity for external content exists with the appropriate review and oversight provided through the Roles and Responsibilities outlined above and at the authority of Southlake's Communications leadership team in alignment with the editorial calendar.

Content and Format

The External Community Newsletter will be structured to deliver high-quality, relevant healthcare information to the community members of the Southlake catchment area. Below is the outline for the content and format based on the specified criteria:

1. **Healthcare Information from Experts:**
 - Each edition will feature articles and insights from credible professionals and subject matter experts, ensuring that the information provided is accurate, up-to-date, and valuable to the readers.
2. **Diverse Content Types:**
 - The newsletter will include a mix of third-party content, Southlake-produced articles, and multimedia elements such as audio and visual components. This variety will cater to different preferences and enhance the overall reader experience.
3. **Content Contributor:**
 - To encourage community engagement and ensure the newsletter addresses local interests and concerns, third-party content submissions will be considered in alignment with the editorial guidelines and calendar.
 - Contributions to the External Community Newsletter rests on credible content, solid research, clear, intelligent writing, and maintaining a reputation for honesty, accuracy, fairness, balance, and transparency in all content.

4. Interview Series:
 - The newsletter will highlight an interview series with healthcare professionals, patients, or community leaders, providing personal insights and stories that resonate with the audience.
5. Timeliness of Content:
 - Content will be as timely as possible, focusing on current and upcoming events and developments. The newsletter will avoid being a repository of past stories, ensuring that readers receive fresh and relevant information.
6. Community-Relevant Resources:
 - The newsletter will serve as a valuable resource of information tailored to the needs and interests of the community. Topics will range from healthcare tips and updates to community health initiatives and services available at Southlake.

By adhering to this content and format outline, the External Community Newsletter will effectively inform, engage, and educate the Southlake community, while reinforcing Southlake's commitment to providing authoritative and relevant healthcare information.

Distribution

The External Community Newsletter will be distributed on a quarterly basis within the last two weeks of the quarter through the Envoke Email Marketing Platform. Envoke is designed to educate and inform, with flexible, compliant, and powerful features including multi-department capabilities and full accessibility.

The Envoke digital platform allows for simple email creation, prioritizes compliance and security in alignment with CASL with all data being stored within a secure infrastructure in Canada, and allows for a robust segmentation tool to ensure content is sent to the most relevant audience. Envoke ensures that the contact database remains up-to-date tracking unsubscribes, removing duplicates and ensuring content is sent to only those who have consented.

The newsletter will follow appropriate language and writing styles to communicate effectively with the audience, ensuring content is clear, accessible, and inclusive. The newsletter will also include an audio recording of the written content to ensure accessibility.

Audience Composition

Recipients of the newsletter will come from two streams – patient registrations and community subscriptions. Composition may include, but is not limited to:

- Past and current patients
- Members of the Southlake catchment area

Patient Registration Recipients

As part of the patient registration process, patients are given the opportunity to provide their email consent to receive Southlake communications unless they explicitly specify otherwise.

Each quarter an automated MPI-Data-Extract is pulled by the Information Technology (IT) team and uploaded to a secure folder that Corporate Communications can access (Departments (sheshares.southlakeregional.org.local) (I) > Administration > Corporate Communications > External_Newsletter > Contact_List). This list will include only consenting patients and will exclude any patients that have passed away or revoked consent from previous quarters, as outlined in the process map (Appendix B). IT will also provide an updated list of non-consenting emails captured during the registration process, or at any hospital visit that Corporate Communications will use as a cross reference to ensure not to send to non-consenting individuals.

The information provided to Corporate Communications includes:

- First Name
- Email
- Postal Code
- Last Name
- City

The question asked at registration is: “Do you consent to the hospital contacting you by email?” soliciting consent for Southlake to communicate with former patients on topics related to Patient Satisfaction Surveys, Clergy Visitation, Requests for Donations, Community Communications and General Condition/Location Sharing. More information on the opt-out process can be found here <https://southlake.ca/about-southlake/patient-information-privacy-office/>. Patients seeking more information are provided with the [Connecting with you through email brochure](#) (Appendix D) to inform their decision.

Community Subscriptions

Community subscriptions refers to recipients who self-subscribe to Southlake communications through Southlake’s external website (Appendix C). The subscribe link can be found in the website footer or at <https://southlake.ca/subscribe-to-newsletter/>.

Join our Newsletter

Get the latest Southlake news, stories, and highlights straight to your inbox!

By providing your email, you are consenting to receive communications from Southlake Regional Health Centre. You may unsubscribe at any time. You can contact us at corporatecommunications@southlake.ca or Corporate Communications, Southlake Regional Health Centre, 596 Davis Dr, Newmarket, ON, L3Y 2P9, Canada. (905) 895-4521. <https://southlake.ca>

In alignment with the Canadian Anti-Spam Legislation (CASL) each issue of the newsletter that is distributed provides a direct link for each recipient to unsubscribe to the External Community Newsletter and includes a redirect to Southlake's privacy page to fully unsubscribe from other Southlake communications, including appointment reminders and more. All unsubscribes through the Envoke platform are automatically updated and cannot be changed unless done so by the direct user. This ensures that as soon as a recipient unsubscribes there is no delay for the Corporate Communications team to manually unsubscribe them, guaranteeing they don't receive any further communications from Southlake.

Evaluation and Feedback

Utilizing the fulsome analytics provided by Envoke, the Corporate Communications team will track open rates, click-through rates, and subscriber growth to measure the success of each newsletter issue. This information can be used to adjust future newsletter issues, determine what readers are most engaged with, and identify areas for improvement in consultation with the Editorial Team.

Policy Review

The Terms of Reference will be reviewed bi-annually by the Corporate Communications Team to ensure it remains relevant and effective.

Disclaimer

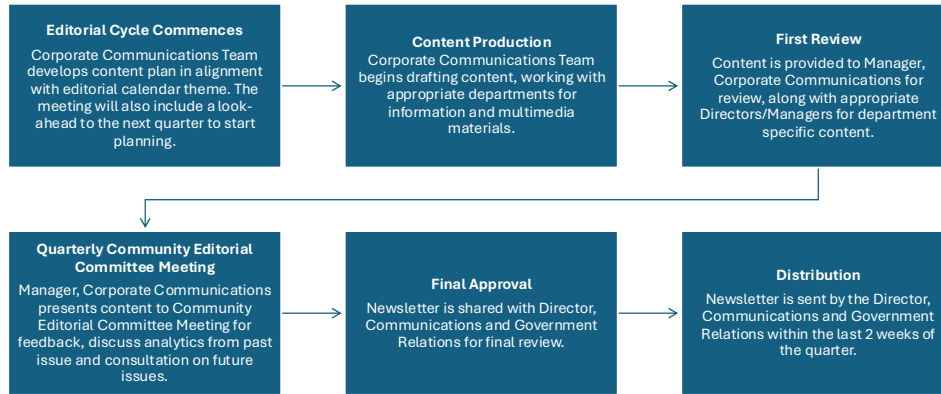
The information provided in Southlake Health's e-newsletter is for general information purposes only and is not intended as a substitute for professional health care advice, diagnosis, or treatment. Always seek the advice of your physician or qualified health care provider for any questions you may have regarding a medical condition or treatment.

Conclusion

The External Community Newsletter is a vital tool for Southlake to communicate effectively with the community. By adhering to these Terms of Reference, the hospital can ensure the newsletter is informative, engaging, and valuable to its readers.

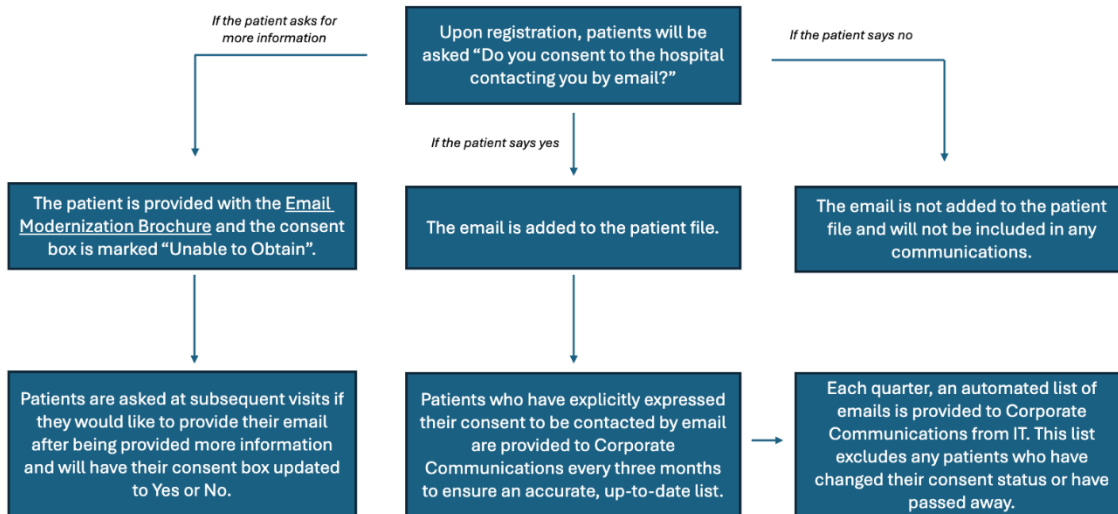
APPENDIX A

External Community Newsletter - Editorial Process Map



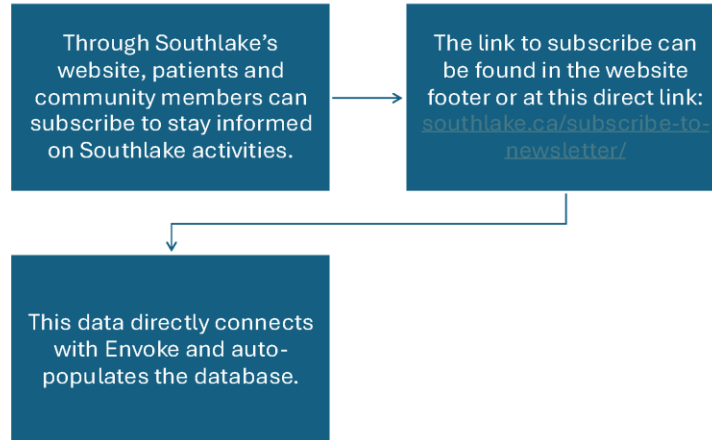
APPENDIX B

External Community Newsletter - Distribution List Process Map Patient Registration



APPENDIX C

External Community Newsletter - Distribution List Process Map Community Subscriptions



APPENDIX D

HOW TO FIND US



- V** Southlake Village, 540 Grace Street
- M** Medical Arts Building, 581 Davis Drive
Southlake Foundation, 581 Davis Drive
- H** Southlake Regional Health Centre
- C** Stronach Regional Cancer Centre
- T** The Tannery Mall, 465 Davis Drive
- P** Parking

Bridge over Davis Drive – accessible from P3 of the Parking Garage and Level 3 of the Medical Arts Building.

For more information about our privacy practices or to raise a concern, please contact:

Southlake Regional Health Centre Privacy Office
 Tel: 905-895-4521, ext. 2581 or privacy@southlakeregional.org
 596 Davis Drive
 Newmarket, ON L3Y 2P9
southlake.ca

Connecting with you through email

HOW AND WHY THE HOSPITAL MAY CONTACT YOU THROUGH YOUR EMAIL ADDRESS






Re-order # 512318_01_Aug_23 Review_Aug_26 © Southlake Regional Health Centre, 2023.

STAYING CONNECTED

At Southlake, patients and families are at the heart of everything we do.

We want to ensure you have an Extraordinary Patient Experience, and staying connected with you is important to us.

When you provide your email address, you are agreeing that the hospital may contact you through email for Patient Connect enrollment, to share Patient Surveys, and for Appointment Reminders.

PATIENT CONNECT ENROLLMENT

Patient Connect is an online portal that gives patients and families 24/7 access to their health care information.

You may receive an email invitation to enroll in this portal. This will allow you to view:

- upcoming appointments
- laboratory and diagnostic results
- health care provider notes
- visit history information
- a summary of medications ordered when you are discharged

We want to ensure you have an Extraordinary Patient Experience, and staying connected with you is important to us. When you provide your email address, you are agreeing that the hospital may contact you for Patient Connect, Patient Surveys, and Appointment Reminders.

PATIENT EXPERIENCE SURVEYS

After leaving the hospital, you may receive an email survey, asking about your experience with us.

You can complete this survey right from your mobile phone, computer or tablet device!

Patient experience surveys help us to capture your feedback in real time, so that we can:

- understand your opinions about our care and services
- recognize what we are doing right
- learn about opportunities for improvement
- take action and make meaningful change

You can opt out of receiving an experience survey at any time.

APPOINTMENT REMINDERS

Some clinics may send appointment confirmations or reminders through email communication. However, others may continue to contact you via phone or text message.

PRIVACY

We use all reasonable means to protect the security and confidentiality of email information being sent and received over the internet. However, we cannot guarantee the confidentiality of email communication due to inherent risks associated with unencrypted personal email accounts. This includes limiting any personal details or sensitive health information in the email and/or requiring additional security check to access personal health records.

To opt out of email communication, please contact our privacy department at:

Tel: 905-895-4521, ext. 2581 or privacy@southlakeregional.org



APPENDIX E



Approvals Checklist – External Community Newsletter

Newsletter Issue: _____

Content	
Develop editorial content plan - Include clear outline of how many stories are required, broken down by newsletter section, identify exclusive newsletter, identify multimedia materials required (photo and video).	<input type="checkbox"/>
Assign content producers for each item	<input type="checkbox"/>
Create workback schedule based on distribution timeline	<input type="checkbox"/>
Bring content plan forward to the Community Editorial Committee for awareness	<input type="checkbox"/>
Obtain Vital Signs data from Analytics	<input type="checkbox"/>
Determine speaker and record Accessibility recording of newsletter	<input type="checkbox"/>
Review	
Content is provided to Manager, Corporate Communications for first review.	<input type="checkbox"/>
Content is shared with appropriate Directors/Managers for department specific content and factual accuracy.	<input type="checkbox"/>
The Chief Communications Officer completes a final review of content.	<input type="checkbox"/>
The newsletter is shared with appropriate members of the Executive Leadership Team as an FYI prior to distribution.	<input type="checkbox"/>
Distribution	
The database provided by Information Technology is reviewed for spelling, correct emails, and duplicates to ensure accurate information is uploaded to Envoke. This list is also cross referenced with the non-consent list to ensure Corporate Communications is not sending to non-consenting individuals.	<input type="checkbox"/>
Emails are uploaded to the Envoke database.	<input type="checkbox"/>

The Chief Communications Officer provides a final review, and tests all links the day of distribution.	<input type="checkbox"/>
The Chief Communications Officer completes final sign off on the approval checklist prior to distribution.	<input type="checkbox"/>
The Newsletter is sent by the Chief Communications Officer within the last 2 weeks of the quarter.	<input type="checkbox"/>

Final Approval: _____
Chief Communications Officer

Date: _____