

Every department should have its own up-to-date communication board. It should include information on the external environment, changes that are being made in order to respond to it, relevant articles, and updates on how well the organization is doing with patient care.

If an organization uses the five pillars of excellence model for goal setting, the boards can reflect that structure and divide into those sections: finance, quality, people, growth, and service. Some organizations also add a community section.

Be sure to give the external environment its own place of honor on the boards. Some place a standalone external environment section at the top, which visually demonstrates that all internal decisions are connected to the bigger picture. Others prefer to create external environment subsections under each pillar.

What to Include Under Each Pillar	
EXTERNAL ENVIRONMENT	Post articles on changes in financial payments, technology, trends, and so forth.
SERVICE	Post scores and information relating to satisfaction levels of various groups: patients, physicians, and other departments.
QUALITY	List quality indicators for each department, the goal for each indicator, and the current status of each indicator.
FINANCE	Includes information about how both the individual department and entire organization are doing to provide everyone with a useful snapshot of the financial bottom line.
PEOPLE	Post information about new hires, turnover, and overtime. Include ideas to help employees see the impact they, the people in the trenches, have in the department.
GROWTH	Include data on the number of patients being seen and where improvements are needed. Offer suggestions for reducing the number of people who leave the emergency department without being seen or no-shows in outpatient units.
COMMUNITY	Contains articles showing the impact the organization has in the local community, philanthropically and in other ways. This is also a great place for external environment news.