

Document #: IMP-SOP-001	 Shared health Soins communs Manitoba	Standard Operating Procedure (SOP)	Status: v 5.2 Revised: Sept 11, 2023 Owner: SH Clinical Implementation
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Purpose	To outline the process for the coordinated <u>distribution</u> of Shared Health (SH) Clinical Communications, Standards and Practice Changes to provincial stakeholders.
SOP Audience	<ul style="list-style-type: none"> • Provincial Clinical Team Members and PCT Admins • Integration Leads • Shared Health Provincially Coordinated Health Services Leadership and Admins • Provincial Project Teams and Working Groups
Background	<p>Provincial initiatives and/or projects led by Provincial Clinical Teams (PCTs) produce deliverables that necessitate the consistent, effective and broad communication of changes to provincial stakeholders. Ineffective communication and distribution of clinical information may result in undesired practice variation, safety events and implementation delays.</p> <p>Shared Health Clinical Implementation (formerly SH Quality and Learning) and Shared Health Communications endorse this SOP as the mechanism for ensuring that provincial clinical practice change communication is consistent in its appearance, content and distribution strategy.</p> <p>The embedded templates and tools within the SOP are to assist provincial teams in the planning and formatting of their communication.</p> <p>This SOP is intended for Provincial level communications.</p> <p>Note: This document does not outline the process to approve documents to be distributed. This must be completed through appropriate channels based on the content of the information to be provided.</p>

Procedure

Step 1	Preparation and Readiness
1.1	<p>The Provincial Clinical Services (PCS)/SH Lead selects the most appropriate Shared Health template for provincial stakeholder communication found on Document Development Web page:</p> <ul style="list-style-type: none"> • <u>Provincial Clinical Practice Change Template</u> – Used to announce a new or revised Provincial Clinical Standard, Guideline, Model of Care, etc. • <u>Provincial Clinical Communication (Memo) Template</u> – Used to provide new or reiterate previous clinical messaging <p>Time-sensitive/ Critical Communications: Assistance for critical, after-hours support of communications requires an email correspondence sent to media@sharedhealthmb.ca. Insert 'Urgent Review' within the subject.</p>
1.2	<p>The Provincial Clinical Service (PCS)/SH Lead gets final, reviewed and approved supporting materials together.</p> <p>Provincial Clinical Standard or Guideline including any supporting education Content for engagement e.g. webinars, forms and Shared Health – Health Providers website content e.g. Standard and Communication Memo.</p>

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Step 2	Communication Template and Draft
2.1	The PCS/SH Lead selects and populates the message content into the two template options listed in 1.1. (Clinical Communication Example)
2.2	The PCS Lead/SH Lead/project working group reviews and revises the document for content completeness, grammar, spelling, flow and link functionality. Memos should be kept to one page where at all possible and refer to appropriate links or websites to share reference material. Reach out to Clinical Implementation for review and to advise.
2.3	The PCS/SH Lead or designate assesses whether public relations/reputational/media risks are associated with the communication and if so (or if unsure) forwards the draft document ASAP to communications@sharedhealthmb.ca . Insert ' Urgent Review ' within the subject. If memo distribution is urgent, send a copy to media@sharedhealthmb.ca . Communications will alert Shared Health Media Relations and SDO Communications as needed. Once risks are mitigated proceed to step 2.4.
2.4	The PCS/SH Lead forwards the reviewed draft(s) to the shared email address box ProvincialClinicalCommunications@sharedhealthmb.ca and a copy to the appropriate PCT admin and Clinical Implementation Lead for intake. The team reviews for completeness, clarity, formatting adherence, etc. The PCS/SH Lead and SH Clinical Implementation collaborate to produce a finalized document.
2.5	SH Clinical Implementation converts the document to PDF once all revisions are made and forwards the PDF to the PCS/SH Lead.
2.6	The PCS/SH Lead provides final approval and identifies a date for provincial distribution.

Step 3	Communication Planning
3.1	The PCS/SH Lead and Clinical Implementation Team collaborate to identify: <ul style="list-style-type: none"> • The location of documents to be hosted on Shared Health and other websites (web presence). • Additional documents and links to be uploaded and linked. • Agreed wording for all document titles, drop-down menus, etc. • Timelines for uploading content, broad stakeholder communication and the go-live date of a Standard or Guideline. • Any training or engagement sessions to be held.
3.2	If the document(s) is a Provincial Clinical Change, the PCS/SH Lead emails WebChanges@sharedhealthmb.ca requesting an upload of the document to the Healthcare Providers SH website SH Health Providers Webpage for Provincial Clinical Projects, Standards, and Guidelines alongside the existing Provincial Clinical Standard or Guideline. In the email, <ul style="list-style-type: none"> • Request an upload of content to SH Health Providers Webpage for Provincial Clinical Projects, Standards, and Guidelines. • Identify which main heading (blue box drop-down) the document(s) should be placed under. Appendix A. • Identify the preferred wording for all document titles that will appear in the drop-down. Appendix A

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	<ul style="list-style-type: none"> • Attach the finalized PDF document(s). • Urgency or desired timeframes for upload. • Copy appropriate stakeholders on these emails for consistency. <p>Clinical Communications and any related provincial clinical documents and information are to be uploaded to the SH webpage before emailing a broad communication.</p>
3.3	<p>The PCS/SH Lead consults their working group and known project stakeholders to <i>identify</i> provincial clinical and non-clinical stakeholders that should be included in the communications distribution.</p> <p>All SDO Communication departments are automatic email CC's on clinical change communications.</p> <p>Refer to the Distribution Planning Tool to assist in the identification of distribution stakeholder groups. Contact Clinical Implementation Manager for assistance if needed.</p> <p>Note: Email distribution of a clinical change occurs through a top-down cascade therefore leadership should be the primary recipients of a provincial communication. Not all stakeholder groups identified in the Distribution Planning Tool need to be cc'd in an email; however, instructions must be provided within the email to define who or which groups should receive the communication.</p>
3.4	<p>The PCS/SH Lead provides direction to the PCT/ SH Administrative Assistant for distribution: names/email addresses and distribution groups.</p> <p>If an external professional organization e.g. Doctors Manitoba is an intended recipient of communication the PCS/SH Lead contacts Shared Health Communications for distribution to those identified organizations.</p> <p>If the PCS/SH Lead is unclear on the intended target audience contact Shared Health Communications.</p>


Step 4	Distribution
4.1	<p>The PCS/SH Lead, includes the following information to the appropriate Admin Assistant to request distribution:</p> <ul style="list-style-type: none"> • An attached PDF copy of the communication document and corresponding Standard or Guideline. • An attached email template to be used by the Administrative Assistant including: <ul style="list-style-type: none"> • The distribution audience. • The need to distribute emails through the shared Provincial Clinical Notifications email address. • The email title: Type of communication, subject and urgency (if relevant) <p>Provincial Clinical Practice Change: Subject Provincial Clinical Communication: Subject</p> • A requested date for the distribution. Specify a time as needed e.g. by end of the day. • A request that the sending Administrative Assistant follows up with any email bounce backs after sending.
4.2	<p>The PCT/ SH Administrative Assistant emails the required document(s) as requested. Shared Health Communications emails external stakeholders e.g. Doctors Manitoba.</p> <p>The Admin monitors and collaborates with the PCS/SH Lead to resolve any distribution-related problems.</p>

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4.3	The PCS/SH Lead, emails the Winnipeg Regional Health Authority Professional Lead for Nursing (Brandy Stadynek) requesting a cross link on the WRHA Evidence Informed Practice Tool (EIPT) website to the SH Health Providers document. CC the SH Clinical Educator (Jacek Murawski) on the email.
4.4	The Clinical Implementation Team retains and files the original Word and finalized PDF document version(s).

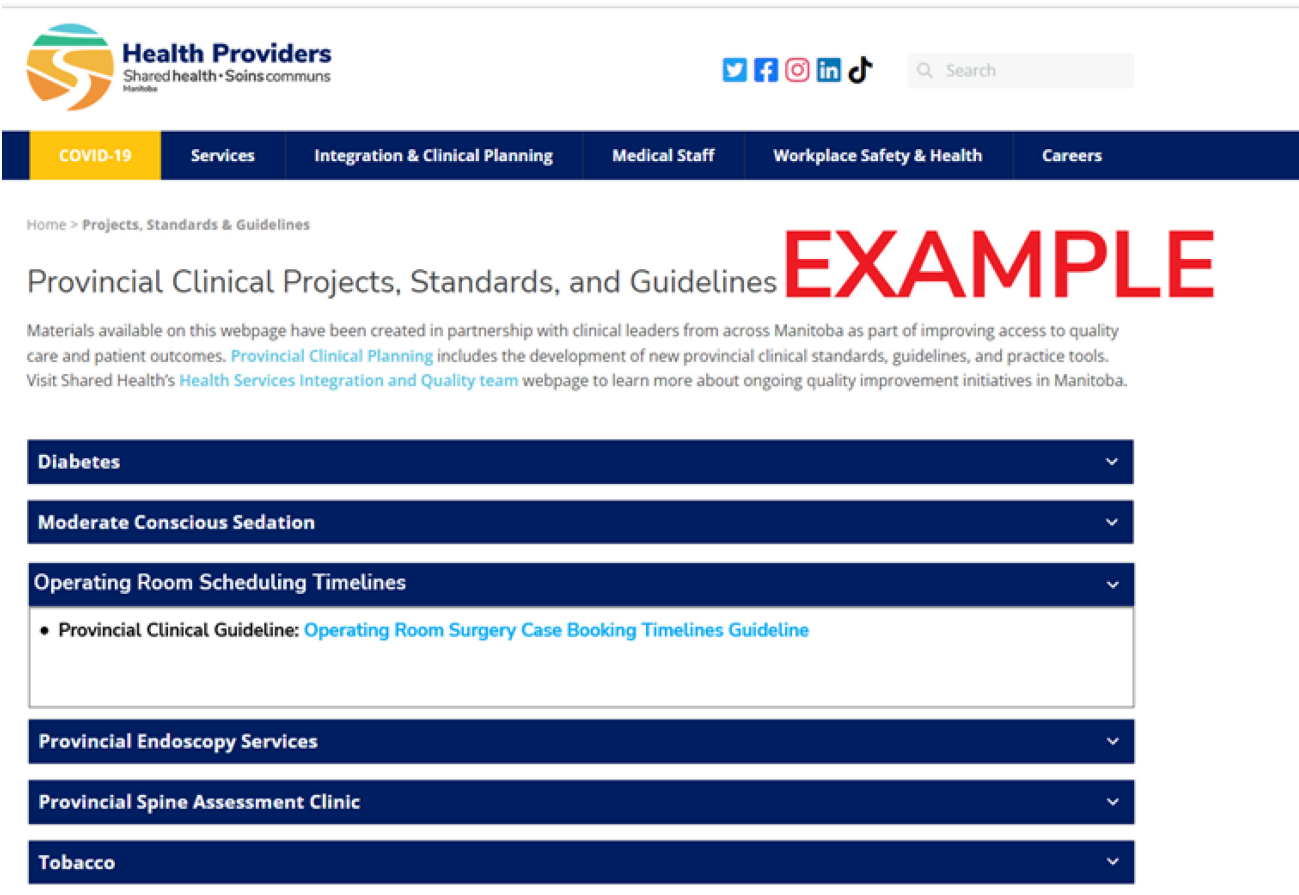
Step 5	Clinical Practice Change Communication and Engagement
5.1	PCS/SH Lead and or delegate(s) <i>should</i> implement a communication or information engagement session (e.g. webinar, Q&A) as identified within the Provincial Clinical Practice Change document.

Roles and Responsibilities	<p>Provincial Clinical Services Lead (PCS) / Shared Health Leadership</p> <ul style="list-style-type: none"> • Provides oversight in the development and review of content. • Liaises with SH Communications, SH Clinical Implementation and stakeholders. • Authorizes document distribution. • Identifies and seeks mitigation of communications that pose a reputational risk. <p>Provincial Clinical Teams Administrative Assistant(s)</p> <ul style="list-style-type: none"> • Distributes/emails documents as requested by the PCS/SH Lead. *Does not include external professional organizations outside SH. • Owns and regularly reviews and revises (at minimum monthly) key contact and distribution lists. • Follows up with the PCS/SH Lead when communication emails fail to send to stakeholders. <p>Project Working Group</p> <ul style="list-style-type: none"> • Utilizes Shared Health templates for communication formatting. • Assists in draft reviews. <p>Provincial Clinical Integration Lead(s)</p> <ul style="list-style-type: none"> • Reviews, provides problem-solving assistance and endorses clinical change communication if requested by the Provincial Clinical Services Lead. <p>Shared Health Clinical Implementation</p> <ul style="list-style-type: none"> • Reviews drafts for formatting consistency. • Provides ad-hoc consultation. • Revises communication templates. • Saves final copies and tracks for required review dates <p>Shared Health Communications</p> <ul style="list-style-type: none"> • Escalate to SDO-specific Communications, Government of Manitoba (GoM) Communications and or Shared Health Media Relations if a GoM or SH reputational risk is identified by the PCS/SH Lead. • Assist the PCS/SH Lead in mitigating communications reputational risk. • Distribute communications to external professional organizations via the receiving organization’s communications rep e.g. CPSM, Doctors MB, CRNM. *Does not distribute to other communication stakeholders – see PCT Administrative Assistant(s).
Notes	Some SOP steps may occur earlier depending on PCT/SH Leadership workflows.

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	<p>'SAFETY ALERT – PRIORITY' leads all safety alert email subject titles during the process of content development to increase awareness of the works' urgency.</p> <p>Team members are to prioritize and expedite all safety alert communications work.</p>
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Appendix A



The screenshot shows the Shared Health website header with the logo and navigation menu. The menu includes: COVID-19, Services, Integration & Clinical Planning, Medical Staff, Workplace Safety & Health, and Careers. Below the menu, the breadcrumb trail reads 'Home > Projects, Standards & Guidelines'. The main heading is 'Provincial Clinical Projects, Standards, and Guidelines' followed by the word 'EXAMPLE' in large red letters. A paragraph of text explains that materials are created in partnership with clinical leaders. Below this is a list of project categories, each in a dark blue box with a dropdown arrow:

- Diabetes
- Moderate Conscious Sedation
- Operating Room Scheduling Timelines
 - Provincial Clinical Guideline: [Operating Room Surgery Case Booking Timelines Guideline](#)
- Provincial Endoscopy Services
- Provincial Spine Assessment Clinic
- Tobacco