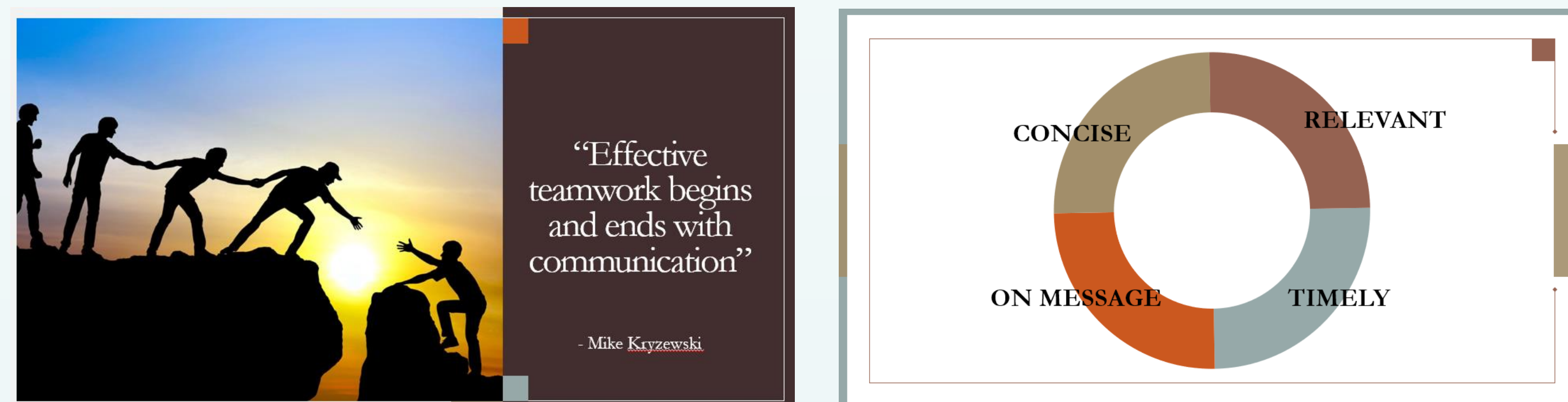


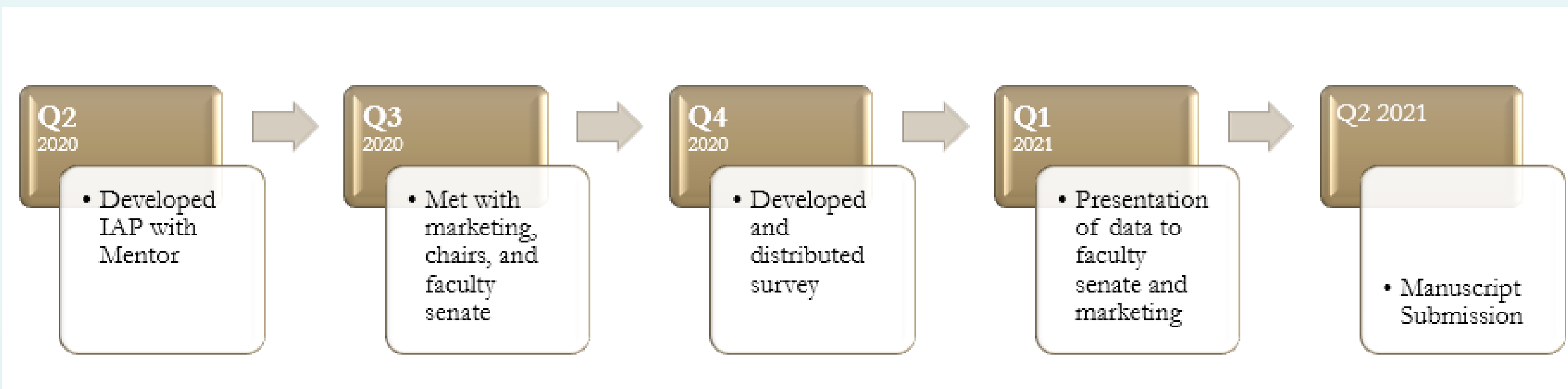
## Introduction

The Covid-19 pandemic has highlighted the need for medical schools and the education community to quickly disperse information. The most effective means of communication in academic medical center has not yet been defined. Here, we examine faculty perception of current communication venues at our medical school and propose methods to aid in more effective distribution of information.

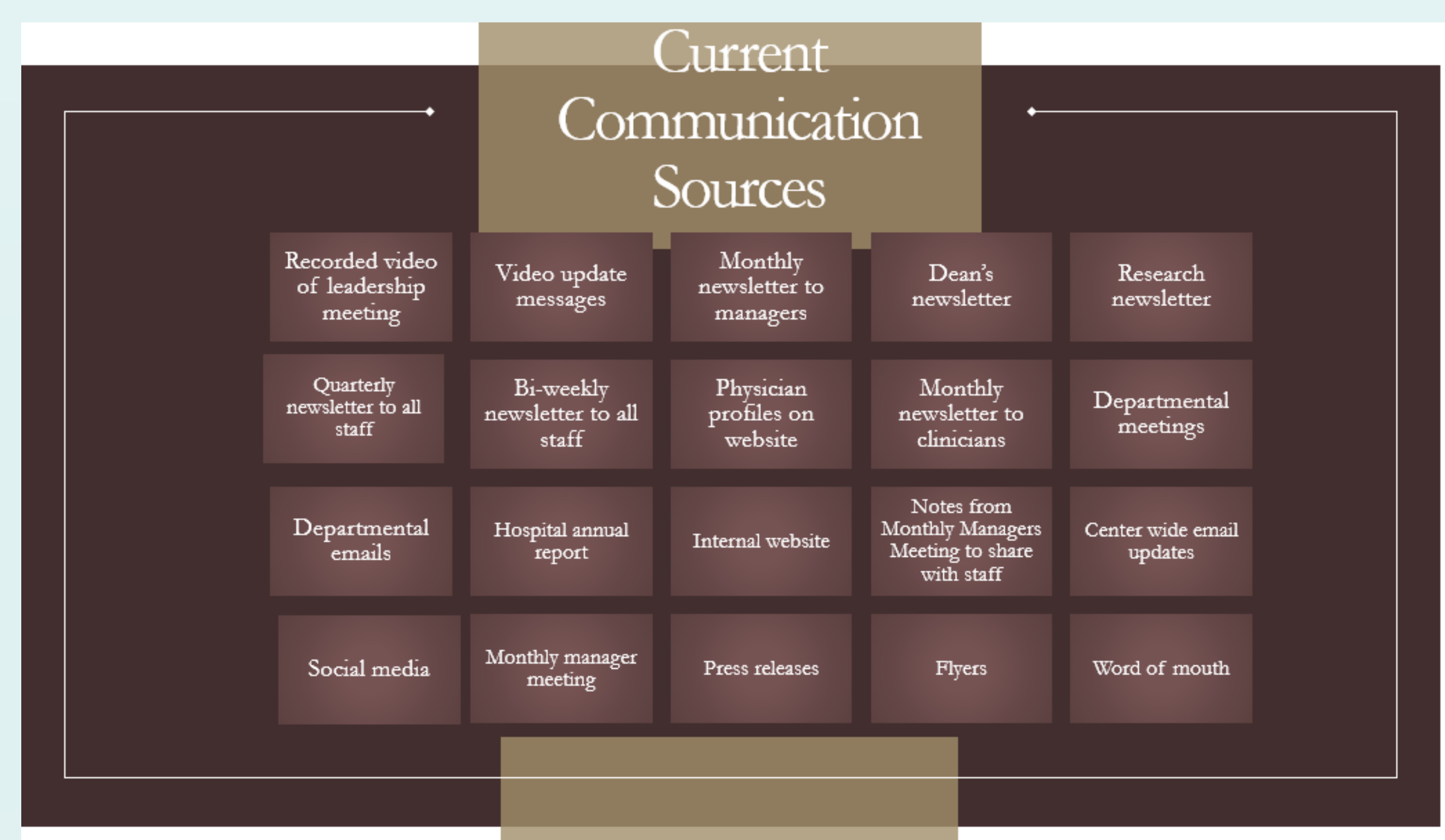


## Methods

With the guidance of department chairs and the faculty senate, a 12-question communication plan survey was developed to determine the value of the 20 information sources currently employed by the Dean's office for communication. The survey was distributed via email to all faculty three times to maximize response rates. Chi square analyses were conducted on all data.



The goal of my IAP was to assess faculty perception of our current communication strategies and determine what strategies would be most effective moving forward.



## Results

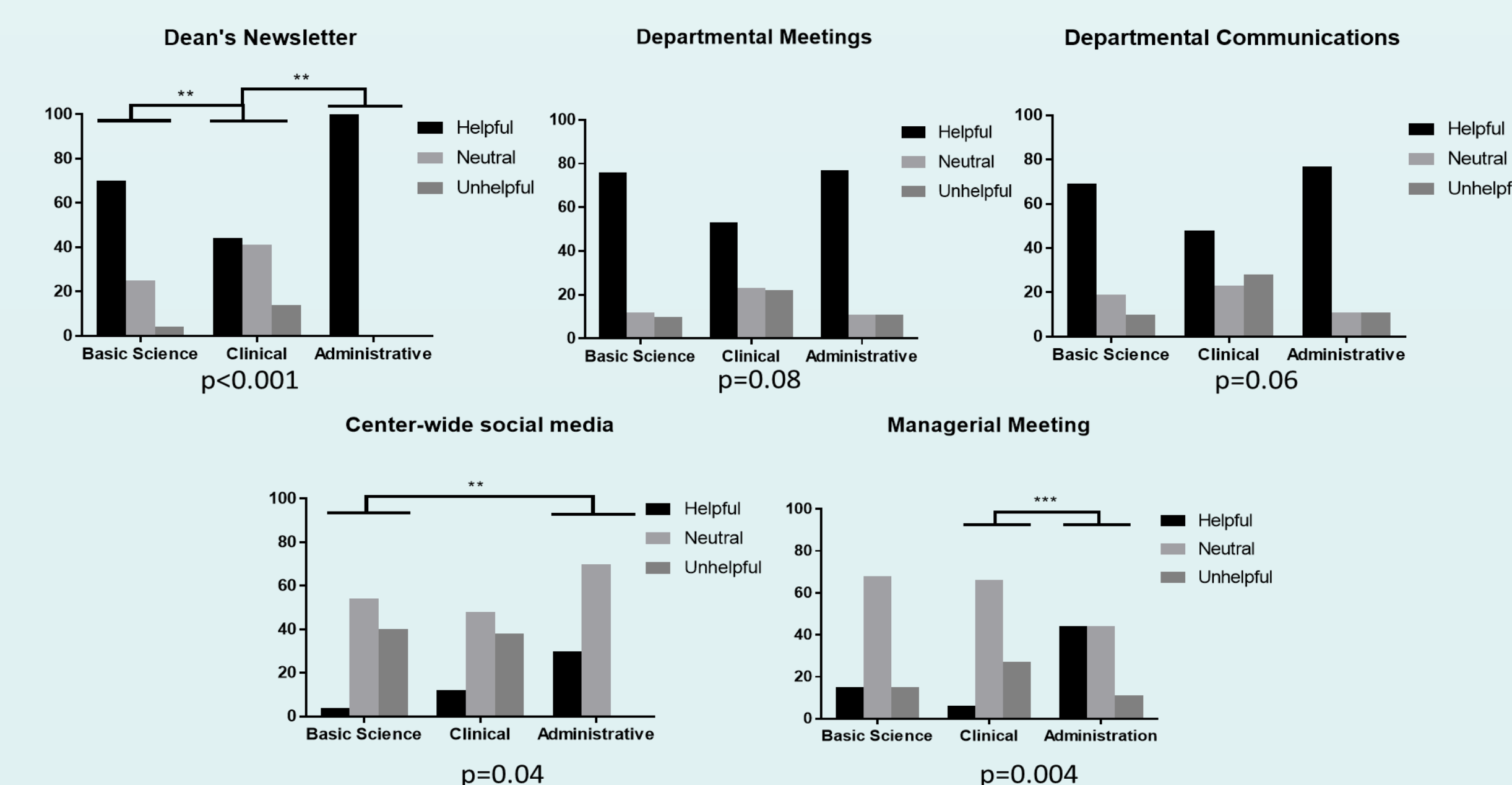
Our response rate was 24%. Participants included 47/188 basic science faculty, 121/188 clinical faculty, 10/188 basic/clinical faculty and 10/188 administrative faculty. Participants found video updates (73%), departmental meetings (62%), departmental emails (57%), the Dean's newsletter (56%) and the internal website (51%) most helpful. The least helpful were reported to be social media (18%), flyers (18%) and reports from the monthly system-wide managers' meeting (13%). When asked about optimal future communication strategies, most stated they would value a weekly emailed newsletter (74%), monthly video updates (69%), and town halls (57%). The need for an ombudsperson and anonymous suggestion box was highlighted.



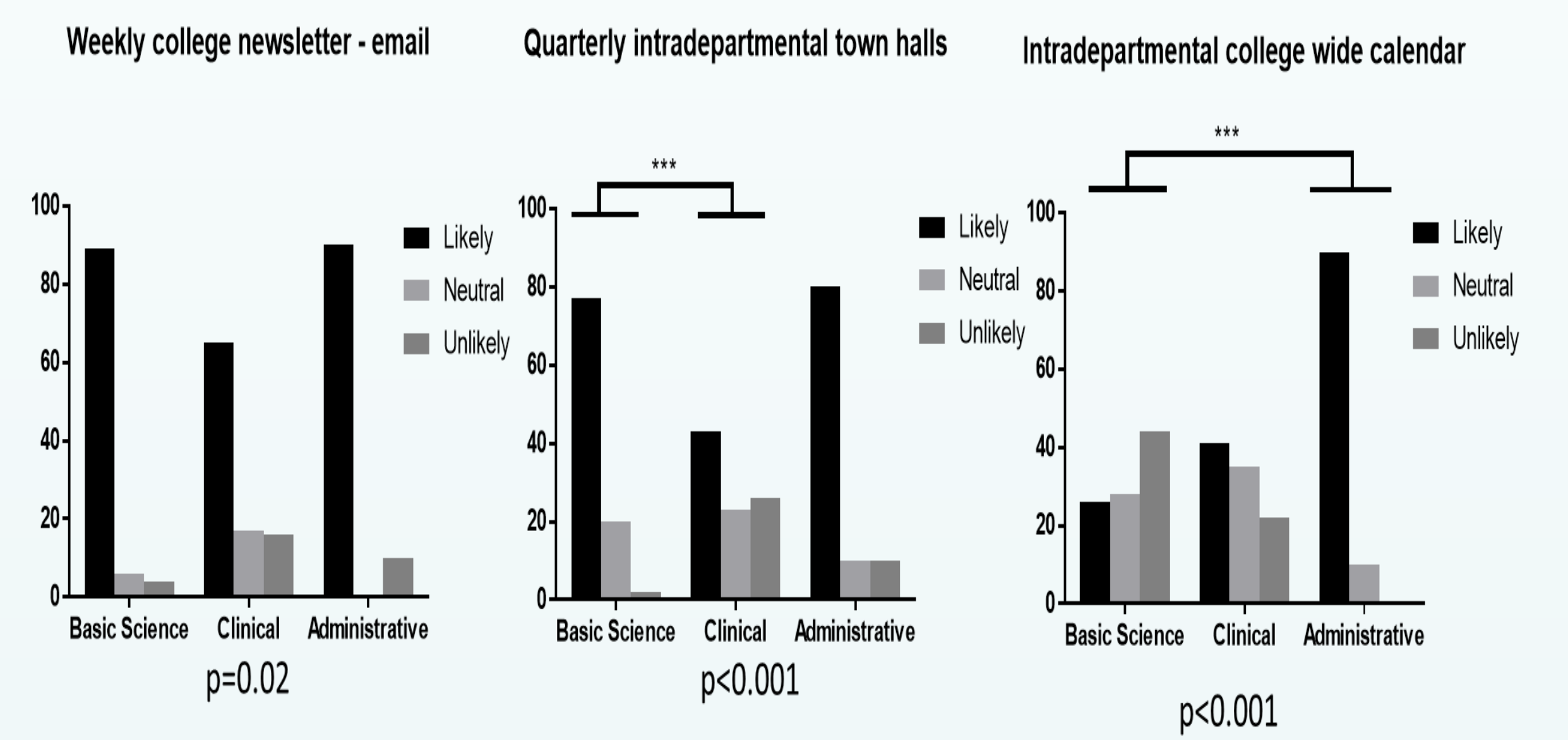
Utilized Qualtrics to Develop 12-question communication Survey; Emailed to Faculty ListServ three times to increase response rate



Institutional videos (73%) supported by departmental meetings (62%) and emails (57%) were most valued



Sub-analysis of value of existing communication based on faculty role. Differences were corrected for multiple comparisons using a Bonferroni post-hoc correction. Those in administrative roles found the Dean's newsletter, and managerial meetings significantly more helpful than those in the clinical and basic science roles (p < 0.01, p < 0.001). Additionally, those in administrative roles found the center-wide social media more helpful than those in basic sciences (p < 0.01). Clinicians found the Dean's newsletter less helpful than the basic scientists (p < 0.01). \*\*p < 0.01, \*\*\*p < 0.001



Sub-analysis of value of perceived communication based on faculty role. Differences were corrected for multiple comparisons using a Bonferroni post-hoc correction. Those in administrative roles were more likely to utilize intradepartmental calendars than basic scientists (p < 0.001). Clinicians were less likely to utilize quarterly intradepartmental town halls than basic scientists (p < 0.001). \*\*\*p < 0.001

## Discussion

Our survey revealed that a combination of video and email correspondences were most valued means of communication, emphasizing concise, consistent interventions. These strategies need to be augmented through departmental updates and institutional town halls. Two-way transfer of information is essential.



- No differences based on gender
- Asian faculty preferred flyers more than other groups
- Age may also play a factor

## Acknowledgements

Many thanks to Nancy Spector MD, Luanne Thorndyke MD, Mary Ellen Gusic MD, Mary Ann Delaney MD, Laura Lynch, and Brian Kall and to all of you for sharing your time which is the greatest gift.  
Deepest Gratitude to Dean Verdile for his support