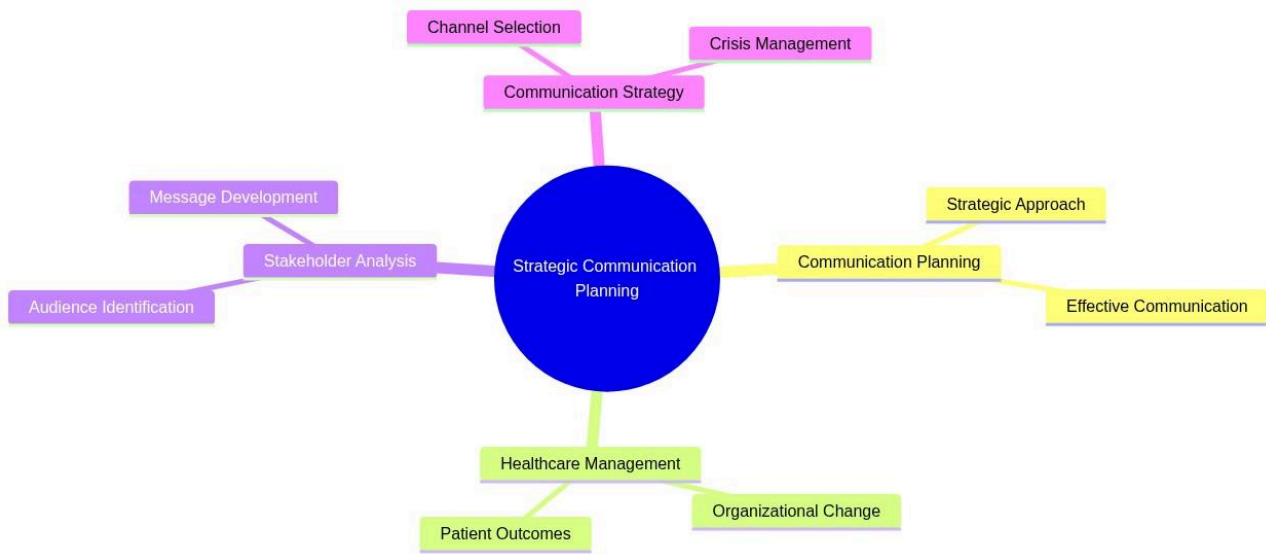


Certified Professional in Communicating Change in Healthcare Organizations

Strategic Communication Planning



mindmap

root((Strategic Communication Planning))

- Communication Planning
 - Strategic Approach
 - Effective Communication
- Healthcare Management
 - Organizational Change
 - Patient Outcomes
- Stakeholder Analysis
 - Audience Identification
 - Message Development
- Communication Strategy
 - Channel Selection
 - Crisis Management