

A report on public relation activities by the Regional Medical Liaison Office - Through health consultation activities for community residents –

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Abstract

The Regional Medical Liaison Office is a center through which the hospital collaborates with many different external facilities, and one of its tasks is public relations activities. We introduced the functions of Tottori Medical Center to health care institutions in the eastern area of the prefecture through a variety of public relations activities to secure an appropriate number of patients, and there has been an increase in the number of patients referred to the center. It is important to interact with not only health care institutions but also community residents and conduct public relations activities for them, so that the center will develop into a community-oriented hospital. Based on this idea, we asked community centers to cooperate with us to hold health promotion classes for community residents; we also asked them to participate in a questionnaire survey to inquire about their awareness of the functions of the center. A health class was held, and programs implemented by nurses, physical therapists, and dietitians included blood pressure/bone density measurements, dementia examinations, advice on appropriate hand-washing procedures for infection prevention, and consultation services (nutrition and swallowing). According to the results of the questionnaire survey, an unexpectedly large number of community residents knew the functions of Tottori Medical Center and there were many requests for health classes in the community. As the emphasis of health care changes from hospitalization to home medical care, we have been involved in the above-mentioned community activities based on the idea that it is necessary for hospital staff to interact with people in the community. It is important to exert steady efforts to continue these activities to establish trusting relationships with community residents. Tottori J. Clin. Res. 10(4), 215-218, 2018

Key words: regional medical liaison, health consultation, questionnaire involving community residents, home health care

Introduction

The Regional Medical Liaison Office is a center through which the medical center collaborates with many different external facilities, and one of its tasks is public relations activities. We have introduced the functions of Tottori Medical Center to health care institutions including general practitioners in the eastern area of the prefecture through a variety of public relations activities to

secure the number of patients, and there has been an increase in the rate of referrals of patients to the center.

However, we were often asked by some patients referred to the center and their families: “When was this hospital established?” and “Is this hospital the former tuberculosis sanatorium?”, and we were worried that many of the community residents misunderstood the center as a tuberculosis