Shiyan Taihe Hospital Brand Promotion Organizational Communication Strategy

X Chen¹, G Jian², X Wang³, ZY Zhong⁴ and CQ Ai¹*

¹Department of Mental Health Center, Taihe Hospital, Hubei University of Medicine, Shiyan, Hubei, 442000, China
²Office of Research Affair, Taihe Hospital, Hubei University of Medicine, Shiyan, Hubei, 442000, China
³Department of Sleep Disorders, Taihe Hospital, Hubei University of Medicine, Shiyan, Hubei, 442000, China
⁴Department of Publicity division, Taihe Hospital, Hubei University of Medicine, Shiyan, Hubei, 442000, China

Corresponding author’s e-mail: thxlwszx@126.com

Abstract. Taihe Hospital, as the largest grade A class 3 hospital and regional medical center in Shiyan City, will face more opportunities and challenges in the future under the background of the gradual deepening of China's medical and health system reform and the rapid development of China's medicine. Facing severe external environment, taihe hospital must from the rational Angle analysis the current common way and the reason about its own brand, and can clearly identify the advantages and disadvantages of current communication, based on the actual situation of taihe brand, concrete improvement measures are put forward, and can understand why brand need to implement these improvements, to obtain the benefits of taihe hospital brand, plan for the future Organizational Communication about taihe hospital brand strategy.

1. Introduction
Taihe Hospital (formerly Yunyang District People's Hospital) is the largest comprehensive grade A hospital in Shiyan City, and also a state-level regional medical center in the Midwest. Taihe Hospital is located under the Wudang Mountain, a world cultural heritage Taoist holy land, the water source of the Middle Route of the South-to-North Water Transfer Project, and the Shiyan City of China Commercial Vehicle Production Base. Medical radiation in the adjacent area of Yushan and Chongqing, 26 million people in 6 cities and states, of which patients in foreign provinces accounted for more than 30% of the total number of patients in the hospital. At present, the hospital has more than 4,000 beds and more than 5,000 employees; the number of operations is more than 60,000. In 2017, Taihe Hospital ranked 10th in China's list of city hospitals, Hubei Province ranked 4th, with 39th largest annual operating volume with total assets of 3.2 billion yuan and a construction area of 357,000 square meters. In 2018, the hospital had more than 1.99 million outpatient visits, more than 301,000 operations in the central operating room, and 64.25% of the third and fourth-level operations. For the fifth consecutive year, the “National Civilized Unit” has hailed Shiyan as one of the top four business cards.
2. The current communication mode of shiyan taihe hospital brand promotion
Organizational communication is a necessary prerequisite for the existence and development of an organization. Without communication, there is no organization. An organization without communication cannot prove the significance of its existence and play its due functions. At present, the communication type currently used in our hospital for brand promotion is still a single communication mode dominated by words and oral notices between doctors and patients.

3. Reasons for this type of communication
The main reason for this kind of communication mode is information asymmetry, especially medical-related information, which is highly professional and has insufficient communication, which is easy to lead to doctor-patient disputes and affect the brand of the hospital. In addition, the following three aspects are also important factors [1]. First, the communicator's cognition is unclear. Communicators are the basic elements of effective communication, and the quality of organizational communication is directly determined by the ability to recognize and recognize the communicators. At present, the unclear understanding of communicators has become an important factor affecting the effective communication of hospital brand promotion. Second, the knowledge gap of medical staff is highlighted. With the development of hospital construction, the number of organizational members gradually increases, which leads to an increasingly obvious knowledge gap among members, which will also cause serious interference to organizational communication. Practice has proved that new members often have a strong theoretical quality, but the lack of taihe culture. Although the old staff have more work experience and culture, but the reserve of all kinds of knowledge is relatively insufficient. In this case, the knowledge gap between different employees will continue to expand, which will lead to different views on the development of hospital brand, and finally reflect the confusion of organizational communication. Third, communication information out of control frequency. In order to achieve the goal of promoting and developing hospital brand, it is necessary to control the organizational communication within a certain range, especially to ensure the orderly transmission of communication information, and at the same time to try to avoid the loss of control of information. But at present, communication information out of control has become a common phenomenon in many units, which is not conducive to scientific and orderly promotion of organizational communication. This phenomenon is not only affected by the increase of information communication channels, but also affected by the members’ weak awareness of brand promotion. First, with the rapid development of information communication technology, there are more and more communication channels to promote brand promotion, especially many social media have completely entered the public's daily life. In the work of unit communication, members of the organization can not only easily obtain all kinds of information, but also easily process the communication information with their own voice right, and finally form the information dissemination effect, which hinders the effective communication of the unit. Second, the members of the unit do not have a strong awareness of brand communication, and it is difficult to effectively match the needs of brand promotion communication.

4. Advantages and disadvantages of the promotion of Taihe Hospital brand and organizational communication
The hospital brand mainly includes the hospital's popularity, reputation and the audience's loyalty to the hospital [2]. Hospital brand strategy is an enterprise management strategy in which hospitals take brand as the core competitiveness to obtain different profits and values [3]. Recognizing the advantages and disadvantages of taihe hospital brand to enhance organizational communication is conducive to the proposal and implementation of strategies. At present, the advantages and disadvantages of the organizational gap of taihe hospital brand promotion mainly include talent strategic advantages, scientific research advantages, popularity advantages and competitive disadvantages.

4.1. Strategic advantages of talents
As a knowledge-intensive organization in this region, Taihe hospital needs a large number of excellent talents with high academic qualifications for the development of enterprises and the development and maintenance of daily work. At present, Taihe hospital has a headquarters, two branches (east hospital area, Wudang Mountain hospital area), trusteeship of four hospitals. Hospital dedicated technicians, 755 senior titles, 1030 doctors and masters, enjoy the state council special allowance experts seven, in Hubei province outstanding contribution expert 6 people, there are 2 people, "national one thousand program" experts "one hundred plan", Hubei province personnel 2 people, 1 medical talents in Hubei province, a national secondary post 14 people, level 3 positions and 20 people. Taihe hospital insists on retaining people in career and emotion in talent introduction, builds a platform for talents who have ideal ambition but no way to implement their skills, provides policy and equipment support, and creates good peripheral space to promote the career development of the hospital and individuals. Through multi-channel, multi-form and multi-level talent introduction, the talent team plays an excellent role as a team, and the talent strategy is forming a benign energy chain of "teaching-research-talent" [4].

4.2. Advantages in scientific research
Taihe hospital pay attention to the transformation of scientific and technological innovation and scientific research, there are more than 254 scientific research through the identification, 201 items of scientific research achievements for the Ministry of Education, the Ministry of Health and provincial, municipal science and technology progress prize, hospital to undertake 28 item of national natural science foundation project, Ministry of Science and Technology planning project and the 973/863 corpus 7 items, quantity results and award-winning order at the leading level in the same level hospital. He has published 11,323 papers on statistical source journals published by the Ministry of Science and Technology of the People's Republic of China, including 765 SCI papers and 961 monographs. This number is still increasing year by year.

4.3. Advantages of hospital popularity
Taihe hospital established the first medical group in the region in 2015. The hospital leaders attached great importance to publicity, and the brand awareness was rapidly improved. Taihe brand from cultivation to gradually mature, gradually into the market until the general public recognized and accepted. Extensive publicity is one of the important work of implementing brand strategy. The hospital focuses on social public welfare undertakings and brings the brand information of the hospital to thousands of households through radio, television, newspapers and other media. In recent years, CCTV has reported on the hospital for four times. In recent years, Taihe hospital has achieved rapid development and increased its popularity in the region, laying a foundation for implementing the future brand strategy and building a real brand hospital.

4.4. Disadvantage of hospital reputation competition
Shiyan city is located in the most western end of Hubei province. It is far away from the provincial capital and over 300km away from Wuhan, Xi'an, Chongqing and Zhengzhou. Taihe hospital is located in the center of Shiyan city, the expansion is very inconvenient, so the beds are obviously insufficient, crowded hospital environment. For this reason, the expansion of our hospital and the progress of infrastructure construction are not satisfactory.

5. Specific improvement and reasons of Taihe hospital brand promotion and organizational communication
Strengthen organizational communication, improve the brand of the hospital, so that the hospital and patients and their families, the local community and the media to maintain a good communication relationship, help resolve contradictions, win trust, establish a positive image of the hospital positive harmony. Specific improvement methods include: first, promote doctor-patient communication, strengthen communication with patients and their families, and promote mutual understanding and
trust between doctors and patients. There is a common enemy between doctors and patients, that is, disease. Both sides should trust and cooperate with each other to jointly eliminate disease and build health. Therefore, the trust between doctors and patients is crucial to standardize the communication time, determine the communication place, define the communication content and method, and make timely communication records, and formulate the medical dispute prevention and emergency plan. The second is to build a good community public relations. The establishment of the hospital and community contact system, the development of the hospital cannot be separated from the good external environment, the construction of a good community public relations, is conducive to the construction of a positive and harmonious image of the hospital, strengthen the cooperation with the community, take the initiative to carry out advisory services, actively perform public hospital social responsibility to create a good public opinion atmosphere. Thirdly is the mechanism and strategy of communication between the hospital and the media. The news spokesman system has been implemented in many large hospitals. The establishment of the news spokesman system can realize centralized management, unified publicity and answer questions. Through regular or irregular communication with the media, the press spokesman of the hospital can publicize the construction of the hospital style, the achievements of the harmonious hospital and the excellent deeds of the excellent medical workers. When there is a dispute between doctors and patients in the hospital, the press spokesman takes the initiative to inform the truth of the matter, and does not cover it up. Instead, he turns prevention into guidance, so that the media can have an objective understanding of the truth of the matter, thus achieving the role of objective reporting and building a good relationship with the media. Overall value with patients and their families, the local community and the media of communication, can avoid or mitigate the doctor-patient contradiction, helps the hospital make public satisfaction of brand, the patients, the media, the public's understanding and trust, so that the hospital outside the glorious mission in done to heal the wounded and rescue the dying, to maintain stability, to build a harmonious society play a positive role in the process of [5].

6. Practical steps that can be taken to enhance the brand of shiyan Taihe hospital

6.1. Step 1: Coordinate the relationship between the new and old employees
At present, the stratification of unit members has seriously affected the development and communication of the organization. As far as class differentiation itself is concerned, it is rooted in the insufficient mutual understanding between old and new employees, so it is necessary to actively promote the mutual understanding and learning between new and old employees [6]. On the one hand, the new generation of employees should dare to face up to their own work experience and the lack of Taihe brand culture, establish a sense of active learning from the old staff, and sincerely respect the old staff at work. The new generation of employees entering the workplace for the first time, although have more knowledge, but on how to combine the actual situation of the unit to effectively carry out work is not experienced, and by learning from the old staff, can help themselves less detour. When carrying out the communication work of brand promotion, the new generation of employees should actively consult the old staff for communication skills to avoid communication mistakes. On the other hand, the old employees should try to accommodate the new generation of employees and actively look for the shining points of the new members. The new generation of employees are more active in thinking and can provide innovative solutions and Suggestions for the promotion of Taihe brand. The old employees of the unit should encourage and adopt boldly and try to learn the good qualities of the new generation of employees.

6.2. Step 2: Accelerate knowledge update of unit members
Promoting the optimization of brand and promotion of communication also has a high requirement on the cultural quality of unit members, so it is necessary to constantly accelerate the knowledge update of unit members [7]. By enriching the knowledge system of the members of the organization, they can not only enhance their understanding and cognition of the communication information, but also avoid
the over-processing and wrong transmission of the communication information. Specifically, the cultural literacy of unit members can be updated in the following ways. First of all, the knowledge training system should be strengthened within the unit to provide good opportunities for members to keep learning. Secondly, the hospital should pay attention to the improvement of communication skills and ability training of members' hospital brand. In the face of increasingly complex organizational communication tasks, only by strengthening communicators' communication skills can we ensure the smooth realization of organizational communication goals. In addition, the organization should be good at communicating with the outside world to constantly update the knowledge and cultural system of its members [8].

6.3. Step 3: Rational use of modern media
New media technology has a great impact on the promotion and communication of taihe hospital brand. Only by facing squarely and rationally using modern media technology can organizational communication be carried out within controllable scope. Multiple channels for information dissemination, fast speed and difficulty in management and control are typical characteristics of the new media era, as well as the reality that must be faced in promoting organizational communication[9]. Above all, the unit should treat correctly and adopt advanced media communication means actively. To combine their own actual situation, bold attempt to use advanced media communication technology. Secondly, the management should always master the leading power of brand promotion and communication with the help of media technology. Managers should timely release authoritative information, effectively guide the brand to improve communication, and strive to ensure the timely and effective dissemination of information. In practice, some department managers do not pay much attention to the dissemination and guidance of organizational communication information, resulting in damage to the reputation of the hospital.

6.4. Step 4: Strengthen the cultural sublimation and brand promotion of the hospital
Culture is the soul and spiritual source of a group and an individual. As a national civilized unit, this title is the best interpretation of taihe culture and taihe inheritance [10-11]. Physical and mental harmony, doctor-patient harmony, interpersonal harmony and environmental harmony are the constant inheritance of taihe culture in the new era. The hospital motto of "seeking truth and expanding new ideas" and the hospital spirit of "sincerity, elaboration, excellent and exquisite" are deeply rooted in the heart of every employee, as well as the soul integrity and constant proposition of every employee. Hospital culture has a guiding effect on the overall values of the hospital, a restraining effect on the image and morality of the hospital, and a good effect on the humanistic cultivation of the hospital [12]. Carry out the activity that studies to the model person such as GUI shicheng extensively, lift contend for first create excellent upsurge; Please hospital old experts lecture, use the excellent professor around education around the people; Set up honor roll, all kinds of first commendation object publicity; Carry out outstanding service star shingle mount guard, play advanced positive leading role. Cultural and art festivals will be held to present the image of the hospital, display the personal style, highlight the vitality of the hospital and create a lively and upward hospital culture through various forms and rich contents such as the red song competition, table tennis competition, badminton competition, essay solicitation and art exhibition. Systematic cultural construction, hospital leaders should pay attention to and support, staff at all levels actively participate, clear and accept the department's leadership and social feedback. Taihe hospital is a first-class hospital with a history of 54 years. With the efforts of several generations, our hospital has accumulated rich cultural deposits and formed a distinctive ideology and cultural atmosphere. We should adhere to cultural guidance and build a taihe culture with Taoist medical culture as the core. If Taihe hospital wants to achieve a more comprehensive development, it must pay sufficient attention to the construction of hospital cultural brand, strengthen the publicity and promotion of hospital cultural brand, promote enterprises to establish a better image, enhance the influence of hospital cultural brand, so as to enhance the public trust of the hospital. By adopting various technologies and methods to boost and publicize the brand of
hospital culture, the public can have a better understanding of the characteristics of the hospital, so as to gain better recognition from the public and improve the operation effect of the hospital [13]. The innovative media in the era of all media is used to publicize the characteristics of the hospital. Through the emerging short video software, WeChat public account and other regular production of video, the characteristic technology, well-known experts and personalized services of the hospital are recommended to the general public. At the same time, the credibility and authority of the traditional media should be utilized to carry out relevant science popularization in an appropriate and timely manner, and the cultural publicity column within the hospital should be improved to give patients a good hospital cultural atmosphere. In the 21st century, Taihe hospital should make full use of the advantages of new media to improve its publicity effect, consolidate its brand with the authority and credibility of traditional media, comprehensively strengthen its own brand publicity, improve the public's recognition of hospital brand, enhance its brand influence, and provide better medical services for the public.

7. References

[1] Versel N and Tian X 2017 From improving patient communication effect to improving employee satisfaction, healthcare organizations represented by Cleveland medical center improve efficiency by using data Architectural Knowledge 37(01) 38-39
[2] Jiang Y 2016 On the important role of management communication in hospital human resource management Chiko (upper middle) 17 152
[3] Xu W, Jin O and Zhou J 2010 Analysis on brand building advantage and future brand strategy of our hospital Chin. Hospital Management 30(10) 72-73
[4] Wang XH and Jin F 2003 On the construction of hospital organization environment in the practice of "doctor-patient communication" Jiangsu Health Service Management 06 5-7
[5] Zhou J 2011 A brief discussion on the importance of guided identification system in hospital brand strategy Chinese Urban Economy 09 321-322
[6] Chen J and Gao YF 2015 Strengthening organizational communication to create a harmonious hospital J. Chin. Med. Management 23(21) 143-144
[7] Zhang F 2015 Analysis and practice exploration of fine management in hospitals Management Observation 36 184-185
[8] Liang S, Zhou Y and Xu J 2018 A brief analysis of hospital brand construction path Southwest National Defense Med. 28(11) 1128-1129
[9] Zhao KQ and Qin ZW 2012 Adhere to brand strategy and promote hospital development J. Chin. Med. Management 20(07) 624-626
[10] Gou JY 2019 How hospitals attract and retain talents Knowledge Economy 2019(03) 94-96
[11] Wang XH and Jin F 2003 On the construction of hospital organization environment in the practice of "doctor-patient communication" Jiangsu Health Service Management 06 5-7
[12] Li H 2018 The construction of hospital culture is the internal driving force for building a harmonious doctor-patient relationship Management Observation 28 180-181
[13] Wang R 2019 Brief analysis on the promotion of hospital cultural brand construction under the new situation Modern Marketing (Business Edition) 06 113