

 	<b>DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA</b>	PC 934 ANX1
---	--	-------------

**Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak**

<b>AÑO / URTEA (20xx):</b> 2015	<b>Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL)</b> <input checked="" type="checkbox"/> <b>X</b> <b>Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL)</b> <input type="checkbox"/>
---------------------------------	--

**Título del TFG/TFM / GAL/MALaren izenburua:** Comunicación Interna en las organizaciones sanitarias: ¿Nuestra asignatura pendiente?

**Autor (Apellidos, Nombre) / Egilea (Deiturak, izena):** Moreno Torres, Juana María

<b>Director / Zuzendaria:</b> Leticia San Martín Rodriguez	<b>UPNA / NUP</b> <input checked="" type="checkbox"/> <b>X</b> <b>Otro (Indicar) / Beste bat (Jarri)</b> [ ]
--	---

<b>Codirector, si existe / Zuzendarikidea, halakorik badago</b> [ ]	<b>UPNA / NUP</b> <input type="checkbox"/> <b>Otro (Indicar) / Beste bat (Jarri)</b> [ ]
--	---

<b>IES</b> <b>Ing</b> <b>de</b>	<b>Abstract (Resumen de 100-250 palabras)/ Abstract (Laburpena 100-250 hitzetan)</b>
---------------------------------------	--

INTERNAL COMMUNICATION IN HEALTH ORGANISATIONS: OUR PENDING SUBJECT?

KEYWORDS:

**Communication, Internal Communication, Leadership**

Healthcare leaders recognize, the importance of internal communication experts when it comes to creating awareness, understanding and support for organizational change. And it goes without saying that “change” is the new watchword of the healthcare industry.

So how do health system executives, rally the troops to gain support for large scale change initiatives?

The answer is *strategic internal communications*, a purposeful approach to translating corporate strategy, activities and issues for the workforce, and developing messaging, methods and channels to reach, engage and rally support from internal audiences.

To get the most out of internal communications functions, healthcare executives as well as corporate communications leaders, must first define the role of internal communications beyond that of simply disseminating information. Best practices demonstrate focused alignment of internal communication initiatives to corporate goals, engagement of managers at all levels as linchpins in the communications process, and expert communications professionals that serve as strategists and counselors across the health system.

Leadership is tested most during times of organizational transition.. A well-developed, focused internal communications strategy and capability can change that – and facilitate organizational transformation by engaging employees in change management, inspiring staff to live and deliver the brand, and building commitment to mission, vision and goals.

In that sense, a large number of studies by both professional management groups and professional communications bodies consistently finds that ‘communicating with employees’ is a useful and powerful way of engendering greater ‘engagement’ – the propensity of the employee to *want* to come to work and *want* to contribute to the success of the health organisation, in giving top quality cares to its patients

**Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)**

**Communication, Internal Communication, Leadership**

**Campos OPTATIVOS / AUKERAKO eremuak**

<b>Castellano Gaztelania</b>	<b>Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)</b>
	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>
<b>Euskera Euskara</b>	<b>Abstract (Resumen de 100-250 palabras) / / Abstract (Laburpena 100-250 hitzetan)</b>
	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>
<b>Otro Idioma Beste hizk. bat</b>	<b>Abstract (Resumen de 100-250 palabras) / / Abstract (Laburpena 100-250 hitzetan)</b>
	<b>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</b>