

UOC COMMUNICATION AND CITIZEN RELATIONS – PUBLIC RELATIONS

PUBLIC RELATIONS OFFICE

Mission:

The **mission** of the URP is to:

- give citizens a voice for reports of various kinds (poor service, complaints, suggestions to improve the services offered, etc.), through the "Complaints management system" process;
- encourage the Company's process of communication and information with citizens in order to ensure the same ease of access to the social and health services provided, even through the Cultural Mediation Service addressed to foreign patients;
- intervene in the verification process of the quality of services and the satisfaction thereof by users;
- provide the necessary support to Hospital Units (UU.OO.) for the definition of corrective and/or improvement actions in order to guarantee the objectives of the Strategic Management;
- ensure users the right to access documents, in accordance with applicable regulations;
- interpret and anticipate the needs that users highlights at the time of access to the facilities and social and health services, providing timely, effective and customized responses through a logic that involves an integrated communication path;
- encourage the participation of citizens and of Voluntary Organizations and the Protection of Rights.

The Public Relations Office is, in fact, a privileged place of communication, information, reception, protection and looking after people in the healthcare paths and represents the company's observatory of the expectations and needs of external and internal users.

Study and Development of the Perceived Quality

The purpose of the process is to define and apply tools to assess the degree of satisfaction of users regarding the care and/or services provided by the healthcare facility as a whole and/or by the individual operational unit, in order to allow the activation of actions for improvement and/or correction.

CULTURAL MEDIATION SERVICE

This Hospital provides the Cultural Mediation service, which aims to facilitate communication between health operators and foreign patients, both linguistically and culturally.

The service request is made by the department concerned in three ways: 1) calling the Public Relations Office (URP) that shall activate the service; 2) during closing times of the URP, with direct activation by the department; 3) through the telephone triage (for situations of emergency/deferrable urgency).

The service is available 24 hours a day 365 days a year.

The main languages guaranteed by the service are:

1. Chinese
2. Arabic
3. Romanian
4. Bangla
5. Albanian
6. Urdu
7. Serbo-Croatian
8. Indian
9. English
10. German
11. Bengali
12. Ceylonese
13. Filipino
14. French
15. Nigerian
16. Russian
17. Spanish
18. Moldovan
19. Pakistan
20. Turkish
21. Congolese