



## APPELSBOSCH HOSPITAL

### PUBLIC RELATIONS INFORMATION BROCHURE

#### WHAT DO YOU DO WHEN YOU ARE UNHAPPY WITH SERVICE THAT WAS RECEIVED?

It is best to attempt to resolve the problem by immediately talking to a senior member of staff

HEALTH KWAZULU-NATAL  
Fighting Disease, Fighting Poverty,  
Giving hope.



## PUBLIC RELATIONS DEPARTMENT

INFORMATION BROCHURE

APPELSBOSCH HOSPITAL

HELP US RESOLVE YOUR PROBLEM

YOUR WINDOW TO HOSPITAL  
INFORMATION  
COMPLAINTS SYSTEM

Private Bag x215  
OZWATHINI  
3242

Phone: +27 (032) 294 8000  
Fax: +27 (032) 294 0126  
E-mail: [thami.mngadi@kznhealth.gov.za](mailto:thami.mngadi@kznhealth.gov.za)

### Who am I?

The hospital's Public Relations activities are driven by me Mr. Thami Mngadi. I ensure client satisfaction, promote and communicate goals and mission of the hospital.

Mr. Thami Mngadi is the Hospital's Public Relations Officer, and all public relations matters are directed to him.

### What is my role in the hospital?

I am in the business of managing relationships between the hospital and our clients, visitors, stakeholders, other organizations, as well as the internal public.

I apply my commitment to the understanding of our public needs, and then find the solutions to those needs.

I am well positioned to listen to the concerns of our clients, to create harmony with and between them and our institution, so as to build and maintain an ever lasting relationship based on integrity, honesty, openness and kindness.

### How I do that?

I abide by the hospital's core values of approachability, trustworthy, dedication, enthusiasm and compassionate caring. I interact with, and encourage dialogue with our clients.

In my work I am guided by the People first philosophy and priority remains customer satisfaction at all times.

### **Complaints Procedure**

- We will apologize and attempt to solve the problem immediately.
- Written and other complaints will be acknowledged upon receipt. You will be advised in writing if a full investigation is required. Results of the investigation will be sent within six weeks.
- You will be kept informed of the progress of your investigation.
- If a delay occurs, we will notify you in writing and advise you when you can expect a response.
- You may request a meeting with the PRO if you feel that it will be helpful.
- You will receive a written reply from the senior staff member appropriate for the service, or if more appropriate, from the hospital manager.

### **VISION**

To provide an effective two way communication service in ensuring a mutual understanding between the hospital and the public and all relevant stakeholders.

### **MISSION STATEMENT**

Public Relations department strives to:

- To ensure that there is effective communication within the institution,
- Help the institution and the publics adapt mutually to each other
- Through loyalty, dedication, commitment and respect for patient's right,
- Within current resources, policies, legislatures and management strategies.

### **Objectives**

- Promote and maintains a positive image of the hospital with the public and all relevant stake holders, ensure that the staff and community are kept informed about the institution.

PR Office extension: 202

Speed dial: 5066

E-mail: [thami.mngadi@kznhealth.gov.za](mailto:thami.mngadi@kznhealth.gov.za)

### **EQUIPMENT YOU CAN UTILIZE IN THE PUBLIC RELATIONS DEPARTMENT:**

SCANNER

Black/white PRINTER

EVOLIS PRINTER for all staff name tags

DIGITAL CAMERA for all events that has to do with hospital.

### **PUBLIC RELATIONS DEPARTMENT**

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