HOSPITAL PUBLIC RELATIONS MANAGEMENT
A STUDY OF PUBLIC AND PRIVATE HOSPITAL IN ENUGU STATE

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JUNE 2004
ABSTRACT

The purpose of this study is to examine hospital's public relations management with a view to finding out how it is organized and practised. To do this, data were collected from a sample of staff from four selected hospitals in Enugu Urban, patients and members of the public.

Data were collected through questionnaring and literature review. The main instrument used is the questionnaire. The data are presented in tables as frequency distribution and analyzed with frequency and percentage. After the analysis, the following are the major research findings;

1. The objectives of PR management in hospitals are to project public image of the hospital and maintain mutual relationship and understanding with the public.

2. Cordial relationship or mutual understanding is ensured by giving adequate attention and information to patients and handling public complaints adequately.

3. Cordial relationship with staff is ensured by providing adequate information on official policies, effective communication during crisis and adequate compensation for staff.
4. Most hospitals do not allocate adequate funds for PR activities and this impairs effectiveness use of the media.

5. Hospital PR problems include insufficient competent personnel, inadequate budget, inadequate use of media, unmanly attitude of some hospital staff, inadequate attention, communication and information to staff and the public as well as inadequate motivation of staff.