

Want to improve external communication and reach out to more patients in need?

Highly Specialized Pain Rehab Clinic at Danderyds hospital aims at improving its external communication in order to increase the awareness of the clinic and its services, and to ensure that more targeted patients are assessed and enrolled in rehab programs. We are looking for you who want to take this unique opportunity to help the clinic and make a real difference!

Background

Pain is one of the most common reasons a patient sees a doctor. Most of the time, pain doesn't last long and is quickly forgotten. Unfortunately, for some patients the pain does not pass. Their body keeps hurting for weeks, months, or even years. The Highly Specialized Pain Rehabilitation Clinic at Danderyds sjukhus offers a rehab program where a team of physicians, nurses, physiotherapists, psychologists, social workers and occupational therapists offers individual and group treatments to provide coping strategies to regain control over the patient's life again.

The clinic is currently struggling with getting enough target patients referred to them for first assessment. Due to low patient flow, there are often empty spots in rehab programs, which is to both the patients' and the clinic's disadvantage. The clinic needs your help to turn this trend.

Assignment

The goal is to raise awareness of the Pain Rehab Clinic and its services by ensuring the exposure of consistent and effective communication to the target audience through the most relevant channels. This project has been chosen by the reference group at the clinic and has the support of both staff and management.

Methodology

- Investigate previous and current awareness-raising strategies of the clinic and their effectiveness
- Interview patients and other relevant stakeholders (primary care, specialist doctors etc.) to understand their needs
- Define the target audience
- Identify relevant channels

Key deliverables

- An effective awareness-raising strategy for the rehab clinic and its programs
- A proposal how to track the results of the strategy

About you

You are a Master's student in Marketing, currently in the process of starting your thesis. You are fluent in Swedish, additional languages are a merit. You have a creative mindset, curiosity for digital tools and channels, and ability to understand and integrate different perspectives.

About Us

The thesis is intended to start as soon as possible, at the latest January 2018, until May 2018. You will, in addition to your academic supervisor, receive a supervisor from Clinical Innovation Fellowships (CIF). CIF is a joint initiative of the Royal Institute of Technology (KTH), Karolinska Institutet (KI), and EIT Health, inspired by, and in cooperation with, Stanford University. The project requires a few visits to Danderyds hospital, in Stockholm.

Application

Mail your CV and motivation letter with at least one reference to akvile.zalatoryte@clinicalinnovation.se. Add 'Application External Communication' as a subject line. Deadline for application is 30/11/2017. We will begin screening applicants immediately and will continue to accept applications until the position is filled. Please do not hesitate to contact us if you have any questions about the project and/or the application process.