

Internal communication in organizations

[Sociology](#), [Communication](#)



Internal communication in organizations is also interchangeably used with ‘employee relations’ or ‘staff communications’. All communication that takes place within an organization is included in it. This communication can be formal or informal in nature. Some organizations also have departments or support functions primarily working to assure that communication takes place effectively between different departments and functions of the organization. Ideally communication within an organization is a two way process. Organizations use intranet, newsletters, e-mails, intercoms telephones for internal communication.

It can also be oral, written, face-to-face, virtual, one-on-one or in small groups. Effective internal communication is one that takes place downwards, upwards and horizontally across the organization. It can help organization perform to its optimal level, increases productivity, job satisfaction, safety and profits. Internal communication is key element when it comes to establishing formal roles for employees and clears any ambiguities that might exist pertaining to job descriptions or working requirements (Clampitt, 2005). However, it is observed that most managers ignore the importance of internal communication.

Internal communication is to be measured and analyzed not just applied. Its application in isolation is not productive for the organization (Shaw, 2004). Some organization consider simply developing a communication plan and department as an essential step whereas in reality the most crucial aspect is constant evolution of communication need of organization require equally dynamic department. New and new methods of communication are coming

up each day and a mix of these tools is to be used depending upon the organizations need and requirement.

THEHEALTHCARE INDUSTRY

Communication is of utmost importance today because of changing dynamics of world business. It is very crucial to organizations that are anticipating drastic changes. To implement internal communication or revamping in an existing organization, an internal communication department is required to set the objectives as to what they wish to attain out of the new-found communication methods and techniques. What results they are expecting depends a lot on what objectives managers set for themselves.

Next, they should be able to identify that which channels are deemed most important and effective in current organizational structure. Whether the communication should be carried out over internet, intranets through email or simply telephonic conversations or office memos would suffice. When an organization developing an implementing a communications plan, all channels of communication chosen need to be evaluated and then employees are to be trained to use them if they would require special skills using them.

For example, when computer and internet was first used as communication tool in organization, most employees were not aware with its usage and had to be trained to use it. Most important after implementation is measuring effectiveness of a communication plan within an organization. This can be

done few years after implementing the master plan but its main purpose is to highlight any need for changes and amendments in the original communication plan of the organization.

Communications effects on customers, investment on different communication channels, their capacity and capability of the entire communication infrastructure will point out that what are they key success factors and what the problem areas are? Finally, more and more stress is laid upon a manager's communication skills in today's world. If a manager is not capable of setting objectives, communicating them and evaluating teams then internal communication's purpose is not fulfilled for the said organization (Zetterquist & Quirke, 2007).

In Health Care Industry, despite excessive use of internal communication technology in other fields, have remained low. Online communication is also attractive to physicians and staff. A fragmented communication environment forces physicians and staff to communicate through several dissimilar mediums. These mediums can be face-to-face encounters, phone messaging, e-mail and PDA's. These disparate communication modes may result in delays or omissions of important information and might yield lower provider satisfaction and quality of care.

Also, these communication modes and tasks are sometimes inefficiently matched. For example, rather than requiring a face-to-face visit, issues such as referral questions, reporting of test results, or follow-up to routine health matters can be more efficiently managed by phone or by modern technology enabled communication modes such as e-mail or a web tool. Providers are

using e-mail and the web more and more to improve the efficiency of communication in clinical practice (Moyer & Katz, 2004).