HOSPITAL PR

Crisis communication for hospitals

Classify the crisis, act in the first hour, hold each channel, and plan recovery over months.

Swipe →

Gaurav Phogat
gauravphogat.com



THE PROBLEM

"

A hospital crisis rarely starts as a communications problem. It becomes one the moment a family films a video or a WhatsApp forward starts moving.

Crisis communication decides how much damage that second phase does.

Gaurav Phogat
gauravphogat.com



TYPOLOGY

The type decides who leads

CARE ALLEGATION	Medical director with CEO; confidentiality, facts under review
BILLING	Unit head with finance; sympathy sits with the family
VIOLENCE	Unit head with security; staff safety first
DATA	CEO with IT security and legal; regulatory clocks
CONDUCT	Communications lead with HR or legal

A billing dispute answered with a clinical defence makes things worse.

Gaurav Phogat
gauravphogat.com



FIRST 60 MINUTES

Establish you are aware and will say more

1. Make the first call to one memorised crisis contact
2. Confirm known facts; separate confirmed from reported
3. Classify, convene the cell, tell your own people first
4. Issue a two or three sentence holding statement
5. Brief the front line; start the log and the monitor

Gaurav Phogat
gauravphogat.com



HOLDING STATEMENT

Short, human, no speculation

- Acknowledge the concern and show a human priority
- Commit to a time for the next update
- Explain why some things will not be said
- Admit nothing unknown, blame no one

Legal wanting certainty that does not exist yet is where most hospitals lose time.

Gaurav Phogat
gauravphogat.com



CHANNELS

Each channel needs its own discipline

PRESS	Route all requests to one lead; no staff talking at the gate
SOCIAL	Post the holding statement; never argue or delete comments
REVIEWS	Reply calmly, report policy violations, disclose nothing
WHATSAPP	Staff report forwards, never reply or forward

Gaurav Phogat
gauravphogat.com



WHAT NOT TO DO

Where lasting damage comes from

- Saying nothing for hours while the story runs
- Releasing clinical details to defend the hospital
- Blaming the family or a junior in the first statement
- Different people saying different things to different outlets
- Deleting critical posts or pressuring people to remove them

Gaurav Phogat
gauravphogat.com



RECOVERY

The story fades from news, not from search

1. Close the loop with those affected, privately and on time
2. Share what changed; action beats apology
3. Check branded search, reviews and AI assistant answers
4. Debrief within two weeks; update the plan and contacts
5. Rehearse: the incident becomes the next drill

Most plans are competent documents that have never been run.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Hospital crisis communication, in full

- Who sits in the crisis cell, with deputies
- CERT-In and DPDP clocks for data incidents
- Running a two-hour crisis drill
- gauravphogat.com/crisis-communication-for-hospitals

Gaurav Phogat
gauravphogat.com

