

2023 Australian Clinical Registry ASM

Innovation for Impact

19th – 20th October 2023

Alfred Health Innovation and Education Hub, Melbourne



Conference Workshop 2

Communication for maximum CQR impact.

Unlock the full potential of CQRs with the power of effective communication! Aligned with the Australian Commission on Safety and Quality in Health Care's *Australian Framework for CQRs* Pillars, our exciting workshop is designed to equip you with the art of professional communications for driving positive patient outcomes, fostering collaboration, and implementing standardised practices across the healthcare landscape.

Target audience - registry managers/coordinators without access to communications expertise

Aim - to identify communications requirements for CQRs and incorporate these into a strategic Communications plan.

Learn to:

- Develop effective communication plans
- Identify and engage key audiences
- Humanise scientific language
- Incorporate the consumer perspective

With three tailored approaches: Light Touch, Medium Touch, and High Touch, this workshop caters to your specific registry's needs. Featuring expert guest Professor Susannah Ahern, you'll gain invaluable insights to elevate your impact. Don't miss this opportunity to revolutionise your CQR communications and make a lasting impact on healthcare. Enrol now!

About the presenter

Claudia combines 20 years of brand and communications experience in Australasia, Western Europe and the Middle East, within the consumer, consulting, accounting, legal, and health sectors. She has partnered with CEOs, and C-suite executives in planning, crafting and then executing the organisation's external narrative.

A lifelong learner, her qualifications include a Bachelor of Arts (Business), Postgraduate Diploma in Management, a Master of Business Administration, a Graduate Certificate in Communications; she is currently pursuing a Master of Global Public Health at the London School of Hygiene and Tropical Medicine.

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She boasts a decade of teaching at graduate level, most recently as Adjunct Professor of Brand, Communications and Marketing at Hult International Business School, teaching Executive and MBA students in Dubai and Shanghai. Her early career entailed a role as a civilian instructor for the Ministry of Defence, Italy (Navy), teaching English and Maritime Language. She acted as an interpreter to high ranking officers within NATO, religious leaders, military diplomats and senior clinicians.

Claudia currently manages the external communication for Monash-managed NCR, APFPR, DCQR, where she is passionate about enhancing the profile of CQRs within the Australian public.

Widely travelled, her passion for communication has led her to learn seven modern languages, two ancient ones, and she plans to learn many more.