

ABSTRACT

Although much has been written about the need to place maximum emphasis on an organization's internal publics, little has been written about the significance of internal communication especially in the Ghanaian health sector. This research therefore sought to look at the internal communication practices in a health institution in relation to staff views of the impact of such practices using the Komfo Anokye Teaching Hospital (KATH) as a case study.

The study was conducted at the Komfo Anokye Teaching Hospital (KATH), which is a 1200-bed hospital and the second largest tertiary health facility of its kind in Ghana. The hospital has 12 directorates and 15 other supporting units including the Public Relations Unit.

The objectives of the study were to identify key internal communication practices in use at KATH, examine the attitude of staff to these practices relative to their effectiveness and alignment with the communication preferences of the staff. The over-all aim of the study was to establish whether the internal communication practices at KATH was consistent with Two-way Symmetrical or Two-way Asymmetrical theoretical framework.

The results of the analysis of study indicated that internal communication practices at KATH is Two-way Symmetrical with respondents ascribing high ratings to the various internal communication tools in use at the hospital. Of the 97 respondents surveyed, 77.3% said they were able to send feedback to management on issues bothering them and a further 82.5 % either rated the general flow of information at the hospital as "Good", "Very Good", or "Excellent"

Notwithstanding the impressive ratings, the study concluded that the 18.6 % of respondents who rated that the general flow of information at the hospital as either “Poor” or “Very Poor” and the 19.6% who said they were unable to send feedback to management constitute a significant constituency that must not be ignored.

The recommendation of the study therefore, is that management constantly evaluates its internal communication tools to further improve the internal communication climate at the hospital. This is necessary to curtail possible feeling of marginalization among staff members who still feel that the hospital’s internal communication is poor.