

## HEALTH COMMUNICATION AND MEDIA ANALISYS

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The Communication School of Málaga University, is in the south of Spain. Heath Communication is in the Health School and we work about health promotion. Our research is, fundamentally, about media and hospital image.

This paper begins with the emerging finding of the big interest in the image on every organizations in our society. A boom of which health institutions are not substracted due to a growing interest, by hospitals specifically, in developing their communication policies and, by the society, in the contents of these.

This research includes two separate extensive content analysis (2004, 2013) about the main news published by the Andalusian newspapers regarding hospital activity. Both the best and worst of cases, the user of health services is the goal of these experiences.

This condition and ability to influence others' experiences, makes it - specially in the current times-the main responsible for the image of these institutions...

The health sector in Spain is one of the most punished in terms of reputation.

The negative news about our hospitals transcends, to a large extent, despite the excellent quality of medical care. Positive news is scarce and does not transcend with the same force as negative news.

So, we work this area with different methodologies:

- Study of corporate communication in hospitals and analysis of the image projected through the media.
- Then, we propose communication programs to improve the presence of hospitals in society.

We select the information published on the main hospitals in the region of Andalusia. We analyzed more than 500 news in the most widespread local newspapers.

The issues dealt with in the news are usually:

- Criticisms and complaints of patients
- labour disputes
- health deficiencies, scientific-sanitary failures.

The lowest valuation is presented by the news of labour disputes and criticisms/ User complaints.

The topics best treated by the media professionals and the patients and users recognitions made to the hospitals and to health are those related to hospital

improvement projects, the exposure of the medical activity of their professionals.

The ability of the hospital user to generate a positive image of the health organization is undeniable. It is undeniable and even superior to the effects that any communication plan or advertising campaign can produce.

In the last few years, the news about complaints from patients has decreased. This may be due to a greater awareness of hospitals about behaviors that damage the image of the organization or perhaps because communication plans have been put in place that improve their projection in society.

In the field of health promotion we work with students from the Faculty of Health Sciences. We work in communication programs on: awareness of postural hygiene at home, at work and at school, promotion of healthy habits, prevention in the field of nutrition, etc.

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