

Considerations When Tailoring Communication in a Hospital Setting: Urgency of the Project: Emergency upgrades (like COVID isolation wards) require fast, direct communication (e.g., SMS, WhatsApp). Example from Aster Hospital: "For a hospital-wide equipment upgrade, communication was tailored: nurses received shift-based updates during handovers, management received email briefs, and technical staff used a shared project dashboard to track progress." Stakeholder Type: Clinical staff prefer quick, concise updates due to time constraints.