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## **Evaluating the Effectiveness of Public Relations Departments in Public and Private Health Organizations (Hospitals) in the Face of the COVID-19 Pandemic**

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### **Abstract**

The study aimed to monitor the actual reality of the public relations departments in the organizational structure in health institutions (governmental and private), and the extent of consistency between the plans and objectives of the public relations departments in the health institutions under study and the state's general plan to confront the Corona pandemic, and the procedures used to measure the extent to which the public relations department under study achieves its objectives set to confront the pandemic .

The study relied on the use of the descriptive approach, by applying it to a deliberate sample of 60 individuals from public relations employees in some public and private hospitals affiliated with the Directorate of Health in Cairo. (Public and private hospitals) under study, and most of the sample members of public relations officials in public and private sector hospitals believe that their institutions succeeded in building a good reputation for them during the Corona pandemic, and that they relied on the compensation strategy as a communication strategy to create a positive image and good reputation, as the hospitals affiliated with them took steps and decisions to correct errors stay.

**Keywords:** Evaluating - Effectiveness - Public Relations in Health Organizations - Corona Pandemic.