

CUSTOMIZABLE COMMUNICATIONS TOOLKIT

FOR RURAL HOSPITALS AND CLINICS

User Guide



**NATIONAL
RURAL HEALTH
RESOURCE CENTER**

ABOUT THE TOOLKIT

With the support of the Delta Regional Authority (DRA) and the Health Resources Services Administration's Federal Office of Rural Health Policy (FORHP), the Delta Region Community Health Systems Development (DRCHSD) Program worked with Legato Healthcare Marketing to design the Customizable Communications Toolkit.

The Customizable Communications Toolkit supports rural hospitals and clinics with developing internal and external communication materials. Organizations have easy access to a catalog of communication templates. Each template is customizable - saving time, effort, and cost when developing new communication materials.

The Toolkit is a compilation of four topic areas identified by rural subject matter experts and hospital/clinic leaders. Each topic includes communication templates such as educational flyers/posters, newspaper scripts, radio scripts, direct mail, talking points for leaders and staff, print materials, website graphics, and landing page content, social media graphics and sample posts, digital display banners, infographics, and digital videos.

The communications toolkit can be accessed via the following link:

www.ruralcenter.org/drchsd/communications-toolkit.

Campaign components within the toolkit

Each campaign within the toolkit includes one of the following tactics:

PRINT

- For each campaign, a diverse collection of photographs has been provided as part of the toolkit.
- Customize the the main telehealth image by inserting your providers photo into the iPad screen.

RECORDED RADIO SPOT

A :30 produced radio spot for the Confidence Campaign has been provided. A sign-off with your organization's name can be added to the ending by a local radio station or audio production company.

BROCHURE

Educational brochure to build understanding and awareness of a Swing Bed program.

DIRECT MAIL

Targeted direct mail postcards to build awareness of Medicare Wellness visits or telehealth opportunities.

DIGITAL MEDIA

Digital display ads and social media posts provide one of the most engaging ways to build awareness of your organization's offerings.

IN-HOUSE POSTERS

In-house posters to strengthen patient understanding of services and screenings available at your organization.

CONFIDENCE CAMPAIGN :30 VIDEO

A produced video for the Confidence Campaign has been provided for use for television, digital communications or social media posts. Your organizations' identity can be added to the ending.

LANDING PAGE COPY

Website landing page copy creating an online source for additional information about each campaign.

EDUCATIONAL TOOLS

Internal educational tools for staff education and development.



CONFIDENCE

Confidence Campaign

The “**Healthcare You Can Believe In**” creative concept focuses on the patient experience and the important balance between trust and care that solidifies smaller healthcare systems’ places in their communities— as they combine a personal connection with compassionate care.

TEMPLATES INCLUDE:

- Newspaper
- :30 radio script and recorded spot
- :30 recorded video
- In-house poster
- Internal computer screensaver
- Website copy
- Social media image and sample posts
- Digital banner



PRINT



CUSTOMIZATION TIP

Customize your confidence campaign by using photography of your providers. Color photography with an out of focus background is the suggested style. Providers should be positioned to the right of the frame looking directly at the camera; posed confidently.



**HEALTHCARE
YOU CAN
BELIEVE IN**

At <customize with hospital name>, it's important that our patients know that quality, compassionate care is always near. Our doctors, nurses, specialists, and surgeons all are devoted to delivering a patient experience that's among the very best. Trusted care from providers who are as committed to the health of our community as you are. *That's something we can all believe in.*



- Primary Care
- Surgery
- Respiratory Care
- Urology
- Orthopedics
- Diagnostic
- Podiatry
- Obstetrics

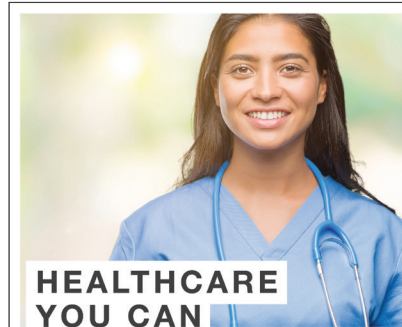


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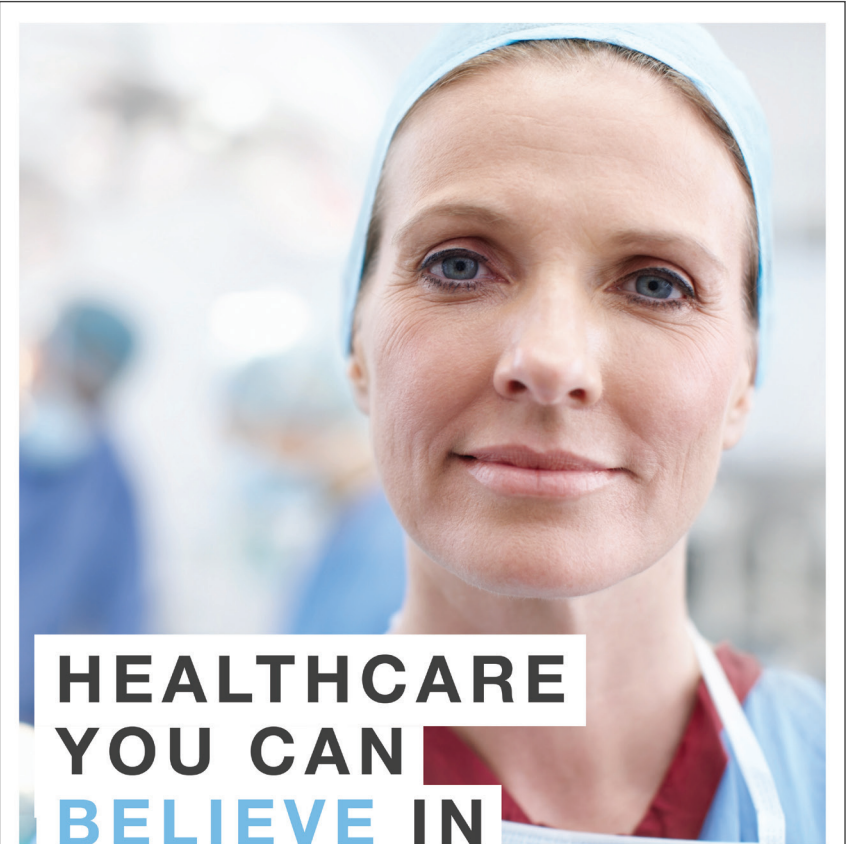
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POSTER



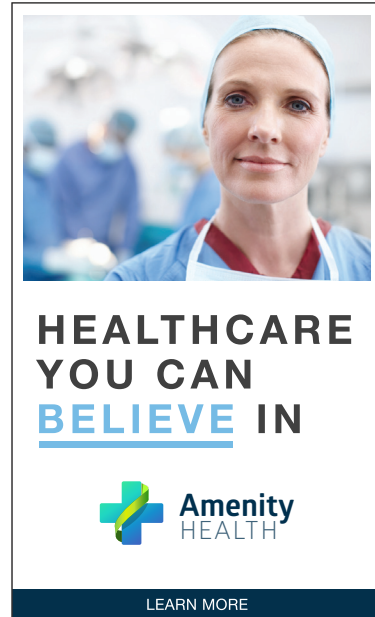
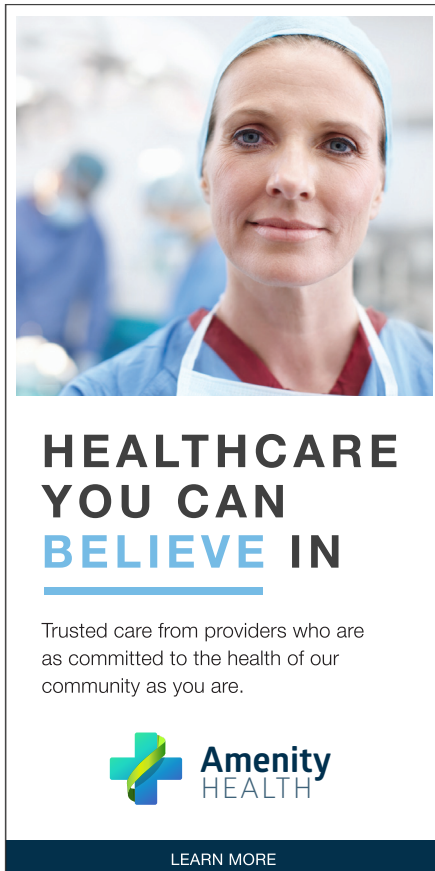
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DIGITAL DISPLAYS



SOCIAL MEDIA IMAGE



CONFIDENCE CAMPAIGN SOCIAL POST COPY

SOCIAL POST

More than ever, **<organization name here>** is dedicated to providing quality healthcare you can believe in. And we've added even stricter precautions to our high safety standards to make sure you feel confident and comfortable when you come in for screenings, wellness exams and other important visits. As always, get compassionate care you can trust from providers who are as committed to the health and safety of our community as you are.

SOCIAL POST

The entire staff at **<organization name here>** shares a devotion to deliver a patient experience that's among the very best. And our commitment to the health and safety of this community is stronger than ever. If you've been delaying care, come back with confidence. Going without important screenings, treatments and appointments can impact your health—and life.

SOCIAL POST

You'll do anything to keep your family safe. So will we. And providing safe, quality healthcare you can believe in remains our highest priority. If you've delayed important screenings, treatments or appointments, we urge you to get the care you need. We've added to our already high standards of cleanliness and safety to ensure you—and your family—can get the care you need, when you need it most.

SOCIAL POST

While many things have changed, our commitment to the health of our community remains the same. And your safety is always our highest priority. If you've been delaying care, come back with confidence. Skipping important screenings, treatments and exams can impact your health—and life. Our staff's dedication to delivering a quality, compassionate—and safe—patient experience is stronger than ever. For healthcare you can believe in, trust **<organization name here>**.

SOCIAL POST

It's less about what we do—and everything about who we're doing it for—our neighbors, friends and families. And providing compassionate care to you, and the people you love, is so much more than a job. Our providers remain devoted to delivering safe, compassionate healthcare you can believe in when—and where—you need it most. If you've been putting off care, know that healthcare you can believe in is always here at **<organization name here>**.

SOCIAL POST

For times when you most need help, to wellness appointments, screenings and treatments, we're proud to provide quality, compassionate healthcare in this community. And we remain committed to your health and safety, so you never have to travel to get the personalized care you deserve. As always, our providers and staff are dedicated to helping our community grow in health and wellness. Healthcare you can believe in is always here at **<organization name here>**.

:20 - :22 VIDEO SCRIPT (ADD NAME AND WEBSITE)

The last 5 to 10 seconds will be tagged with the organization's name and website URL. Legato Healthcare recorded the spot with voice talent, and the MP4 file is available for tagging locally or by the rural health organization's local radio station. This recording is the audio track for the video.

ANNCR:

AS A RURAL HOSPITAL, WE BELIEVE THAT CARING FOR YOU AND YOUR FAMILY IS FAR MORE THAN OFFERING QUALITY HEALTHCARE AND STATE-OF-THE-ART SERVICES.

OUR COMMITMENT TO YOUR HEALTH IS BUILT UPON THE FOUNDATION OF NEIGHBORS HELPING NEIGHBORS—AND INSTILLING CONFIDENCE SO YOU CAN TRUST THAT COMPASSIONATE CARE—PROVIDED BY PEOPLE WHO ARE DEDICATED YOU AND THIS COMMUNITY—IS ALWAYS NEAR.

NOW THAT'S SOMETHING WE CAN ALL BELIEVE IN.

:8-10 second tag

WE'RE <CUSTOMIZE WITH HOSPITAL NAME>. LEARN MORE AT <HOSPITAL NAME.COM>

:30 RADIO SCRIPT (SCRIPT PROVIDED WITHIN THE TOOLKIT)

This script that can be customized with the organization name, services and a call to action to their website.

ANNCR:

AS A RURAL HOSPITAL, <CUSTOMIZE WITH HOSPITAL NAME> BELIEVES THAT CARING FOR YOU AND YOUR FAMILY IS FAR MORE THAN OFFERING QUALITY HEALTHCARE AND STATE-OF-THE-ART SERVICES.

OUR COMMITMENT TO YOUR HEALTH IS BUILT UPON THE FOUNDATION OF NEIGHBORS HELPING NEIGHBORS—AND INSTILLING CONFIDENCE SO YOU CAN TRUST THAT COMPASSIONATE CARE IS ALWAYS NEAR. FROM <SERVICES> TO <SERVICES> AND <TECHNOLOGY> TO <SERVICES>, WE'RE DEVOTED TO DELIVERING A PATIENT EXPERIENCE THAT'S AMONG THE VERY BEST.

THAT'S SOMETHING WE CAN ALL BELIEVE IN.

<CUSTOMIZE WITH HOSPITAL NAME>. LEARN MORE AT <HOSPITAL NAME.COM>

SCREENSAVERS





PREVENTION

Preventative Screenings Campaign

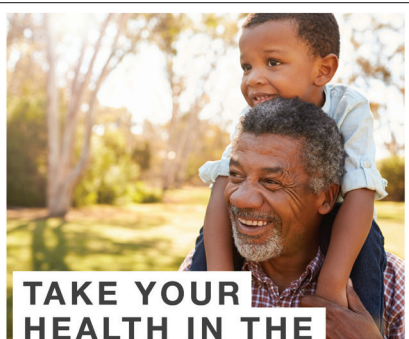
The “**Take Your Health in the Right Direction**” creative concept urges patients to be advocates for their health. By using supporting information and statistics to reinforce what could happen if regular appointment is missed or skipped, the audience is educated—and hopefully encouraged—to be more active in these important preventative health appointments that could save their lives. The campaign objective is to educate healthcare consumers about recommended preventative, including mammograms, colonoscopies and Medicare wellness visits, in order to maintain proper wellness.

TEMPLATES INCLUDE:

- Newspaper
- :30 radio scripts
- Direct mail postcard
- In-house poster
- Social media images and sample posts
- Digital banner
- Website copy



COLONOSCOPY



TAKE YOUR HEALTH IN THE RIGHT DIRECTION

Colon cancer is the nation's **SECOND DEADLIEST CANCER** for men and women.

Regular colonoscopies find cancer early when it's easiest to treat—and beat. Even better, providers remove pre-cancerous polyps to prevent cancer from developing, long before symptoms would occur.



If you're over the age of 50, call **123.456.7890** to schedule your colonoscopy or learn more at HospitalAddress.com.

The American Cancer Society recommends average-risk individuals start at age 45. Ask your provider for his or her recommendation.

MAMMOGRAPHY



TAKE YOUR HEALTH IN THE RIGHT DIRECTION

1 out of 8 women in the US will develop breast cancer in her lifetime. 3 out of 4 have no family history.

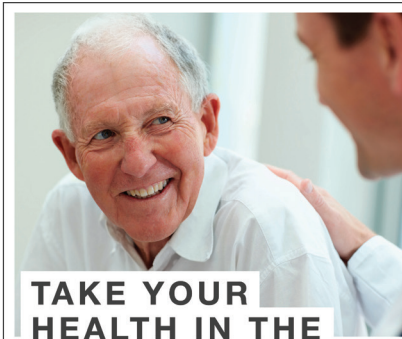
Early detection saves lives. Getting regular mammograms can catch cancer sooner when treatment options are less aggressive—and outcomes are more positive.



If you're over the age of 40, call **123.456.7890** to schedule your mammogram or learn more at HospitalAddress.com.

If you have a family history of breast cancer talk to your provider; you may need to start screenings earlier.

MEDICARE WELLNESS VISIT



TAKE YOUR HEALTH IN THE RIGHT DIRECTION

Get your annual Medicare wellness visit—it's **free, easy & right here!**

Your health can change a lot in a year. If you have Medicare, take advantage of this no-pay, no-deductible visit and get the important screenings you need to stay your healthiest.



If you've been enrolled in Medicare for at least a year, call **123.456.7890** to schedule your free wellness exam or learn more at HospitalAddress.com.

PRINT



TAKE YOUR HEALTH IN THE RIGHT DIRECTION

Colon cancer is the nation's **SECOND DEADLIEST CANCER** for men and women.

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TAKE YOUR HEALTH IN THE RIGHT DIRECTION

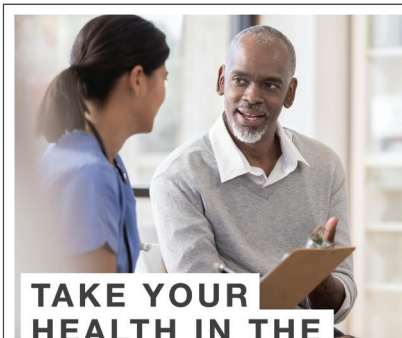
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DIRECT MAIL



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POSTER

SCREEN TIME THAT IS NOT ONLY ENCOURAGED—IT'S ESSENTIAL.

Important health screenings for the entire family

There's no better medicine than prevention. Staying current on important screenings can maximize your health and detect problems sooner, when they're easiest to treat. Providers may recommend varied screening schedules or frequency based on each patient's needs. **Take your health in the right direction by scheduling important preventative screenings by calling (123) 456-7890.**

ADULT SCREENINGS

Each year at your physical:

- Height and weight
- Blood pressure
- Flu shot and other vaccinations needed/recommended
- Behavioral health/depression screening
- Sexually Transmitted Infections (STIs), if at risk

Ages 18 to 49:

- Cholesterol check, starting in your 20s and annually after age 35, unless otherwise recommended by your provider
- Skin cancer screening
- Women
 - Pelvic exam
 - Exam for breast lumps
 - Pap smear every 3 to 5 years, starting at age 21

Ages 50 to 64:

- Cholesterol check
- Skin cancer screening
- Colon cancer screening starting at age 50*
- Blood sugar check for diabetes/pre-diabetes
- Shingles vaccination
- Women
 - Mammogram
- Men
 - Prostate screening*

Age 65 and over:

- Cholesterol check
- Skin cancer screening
- Blood sugar check for diabetes/pre-diabetes
- Colon cancer screening, unless otherwise directed by your provider
- Pneumococcal and shingles vaccinations
- Women
 - Mammogram
 - Bone density study every 2 to 5 years
- Men
 - Prostate screening*

*The American Cancer Society recommends screenings start at age 45. Check your insurance plan first; some do not cover colorectal cancer screenings before age 50.

CHILD SCREENINGS

Development:

Your child's behavioral and social development is evaluated as he or she grows.

Height and weight:

Both are tracked annually to determine if your child's body mass index (BMI) is within a healthy range.

Mental health:

Providers screen for anxiety, depression and other signs mental health distress.

Eyesight:

Infants as young as nine months may be screened for vision problems.

Hemoglobin:

Administered to younger children, this test monitors blood hemoglobin to make sure your child is getting adequate iron.

Lead:

Lead exposure is particularly dangerous for children and could adversely impact their IQ or lead to poisoning and death.

Dental:

Teeth are indicators of health. Your provider will examine your child's teeth for warning signs of poor health.

Safety Risks:

Providers discuss home safety risks with you and your child. Do you live near water or have a pool? Are there medications, tobacco or firearms around the house? He or she will also ask about car seat, seatbelt and helmet use.




Always discuss concerns and changes in your health with your provider so he or she can customize your care.

DIGITAL DISPLAYS





TAKE YOUR HEALTH IN THE RIGHT DIRECTION
Schedule your colonoscopy today.




TAKE YOUR HEALTH IN THE RIGHT DIRECTION

1 out of 8 women in the US will develop breast cancer in her lifetime. Schedule your mammogram today.




TAKE YOUR HEALTH IN THE RIGHT DIRECTION

Schedule your Medicare wellness visit today.



SOCIAL MEDIA IMAGE



TAKE YOUR HEALTH IN THE RIGHT DIRECTION

Schedule your colonoscopy today.



PREVENTATIVE SCREENINGS SOCIAL POST COPY

MASTER PREVENTATIVE SCREENINGS POST

Prevention is the best medicine! Stay current on annual wellness visits to get the screenings you need to take your health in the right direction. These regular healthcare checks can also detect problems sooner, before they turn into something more serious. Important for the entire family, call to schedule these preventative visits today!

MAMMOGRAM/BREAST CANCER POST

Breast cancer is not biased. Even if you're at your healthiest or don't have a family history of cancer, a breast cancer diagnosis can happen to anyone. That's why regular mammograms are so important. With this important screening you can catch cancer sooner, when treatment options are less aggressive—and outcomes are more positive. Take your health in the right direction. Schedule your mammogram today at [<personalization here>](#).

MAMMOGRAM/BREAST CANCER POST

One out of eight women in the U.S will develop breast cancer in her lifetime. Three out of four women diagnosed have no family history of the disease. But with regular mammograms, cancer is detected early when treatment options are less aggressive—and outcomes are more positive. Take your health in the right direction. Schedule this important screening at [<personalization here>](#).

COLONOSCOPY POST

Regular colonoscopies detect cancer sooner, when it's easier to treat—and beat. And during your screening, providers remove pre-cancerous polyps which prevents cancer from developing, long before you'd feel symptoms. If it's time for you to have this important screening, don't wait. Schedule your colonoscopy and take your health in the right direction. [<personalize>](#)

MEDICARE WELLNESS VISIT POST

If you've been enrolled in Medicare for at least a year, schedule your free Medicare wellness visit and take your health in the right direction. This no-cost, no-deductible visit is the perfect opportunity to talk to your doctor about health goals and get screenings that detect problems before they turn into something more serious. Schedule your free Medicare wellness exam right here, at [<personalize>](#).

MEDICARE WELLNESS VISIT

Take your health in the right direction. Get your annual Medicare wellness visit—it's free, easy and right here! If you've been enrolled in Medicare for at least a year, take advantage of this no-pay, no-deductible visit and get the screenings you need to stay your healthiest. Call to schedule your free wellness exam at [<personalize>](#).

PREVENTATIVE SCREENINGS :30 RADIO SCRIPTS

COLONOSCOPIES

(attention grabbing music)

ANNCR:

TAKE YOUR HEALTH IN THE RIGHT DIRECTION—SCHEDULE YOUR COLONOSCOPY AT **<CUSTOMIZE WITH HOSPITAL NAME>**.

COLON CANCER IS THE NATION'S SECOND DEADLIEST CANCER FOR MEN AND WOMEN. BUT REGULAR SCREENINGS DETECT CANCER EARLY WHEN IT'S EASIER TO TREAT—AND BEAT. EVEN BETTER, PROVIDERS REMOVE POLYPS TO PREVENT CANCER FROM EVER DEVELOPING.

IF YOU'RE OVER 50, SCHEDULE YOUR COLONOSCOPY **<CUSTOMIZE WITH HOSPITAL NAME>** AND KEEP YOUR HEALTH MOVING IN THE RIGHT DIRECTION. LEARN MORE AT **A-C-M-H-H-O-S-P.ORG**

MAMMOGRAMS

(attention grabbing music)

ANNCR:

TAKE YOUR HEALTH IN THE RIGHT DIRECTION—SCHEDULE A MAMMOGRAM AT **<CUSTOMIZE WITH HOSPITAL NAME>**.

ONE OUT OF EIGHT WOMEN IN THE U.S. WILL DEVELOP BREAST CANCER IN HER LIFETIME AND THREE OUT OF FOUR DIAGNOSED HAVE NO FAMILY HISTORY. REGULAR MAMMOGRAMS ARE THE BEST WAY TO MONITOR YOUR BREAST HEALTH AND CATCH CANCER EARLY WHEN IT'S EASIER TO TREAT—AND BEAT.

IF YOU'RE OVER 40, SCHEDULE A MAMMOGRAM AT **<CUSTOMIZE WITH HOSPITAL NAME>** AND KEEP YOUR HEALTH MOVING IN THE RIGHT DIRECTION. LEARN MORE AT **A-C-M-H-H-O-S-P.ORG**

MEDICARE WELLNESS EXAM

(attention grabbing music)

ANNCR:

TAKE YOUR HEALTH IN THE RIGHT DIRECTION—IF YOU HAVE MEDICARE, SCHEDULE YOUR FREE MEDICARE WELLNESS EXAM AT **<CUSTOMIZE WITH HOSPITAL NAME>**.

YOUR NO-PAY, NO-DEDUCTIBLE VISIT INCLUDES A PHYSICAL EXAM, BLOOD PRESSURE CHECK, MEDICATION REVIEW, PREVENTABLE SCREENING REFERRALS, LAB WORK—AND MORE—TO KEEP YOUR HEALTH MOVING IN THE RIGHT DIRECTION FOR ANOTHER YEAR.

SCHEDULE YOUR FREE MEDICARE WELLNESS EXAM AT **<CUSTOMIZE WITH HOSPITAL NAME>** OR LEARN MORE AT **A-C-M-H-H-O-S-P.ORG**



SWING BED

Swing Bed Campaign

The “**Between Healing and Home**” creative concept speaks of the additional recovery time that swing bed/transitional care services provide patients and, even though it’s an extra step, the additional care can actually make recovery time faster. By providing patients with the tools they need to live independently, they return home safely, successfully—and with a reduced risk of relapsing. “Shortening the distance” also has a double meaning and speaks to the patient’s choice to rehab at a facility nearer to their home, even if their care was done at a neighboring healthcare system. This choice to recover closer to home is beneficial and convenient for both patients and their families.

TEMPLATES INCLUDE:

- Newspaper
- Tri-fold overview brochure
- Program summary one-sheeter for physicians and discharge planners
- In-house poster



PRINT



SHORTEN THE DISTANCE BETWEEN HEALING AND HOME

Transitional care helps ensure a safe return home
Swing bed is a short-stay rehabilitation program where patients have 24-hour skilled nursing care with treatments and therapies customized to their injuries or illnesses. These valuable services help patients return home with the education they need to live independently—and safely— and can reduce the risk of relapsing and returning to the hospital for additional care.

You'll benefit from:

- Continuity of care from a skilled medical team
- Short-term rehabilitation following surgery
- IV therapy and wound care services
- On-site physical, occupational, or speech therapies
- Recovery close to home

 To learn more, call **123.456.7890** or visit **HospitalAddress.com**.

Swing Bed care is usually paid for by Medicare, Medicaid, and most Medicare Advantage Plans. However, it may be covered by some private insurances requiring prior authorization.



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POSTER




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 **HOSPITALADDRESS.COM**

Swing Bed care is usually paid for by Medicare, Medicaid, and most Medicare Advantage Plans. However, it may be covered by some private insurances requiring prior authorization.

Does insurance cover swing bed services?

Medicare benefits pay for the cost of swing bed services. Many private health insurance providers also pay, pending pre-certification. Self-pay is also an option.

IF USING MEDICARE BENEFITS

Medicare benefits cover swing bed services in full for up to 20 days, and up to 80 additional days, with co-payment, as long as Medicare criteria are met. Usually, Medicare supplements pay the deductible when Medicare continues coverage. Physician visits are billed to Medicare separately. Your physician and medical team continue to follow your care and progress throughout your swing bed stay to make sure you continue to qualify for coverage based on federal Medicare guidelines.

The length of a swing bed stay is determined by a patient's condition. Care could range from a few days to a few months. Patients are required to participate in daily therapies or rehabilitation care and must show that they are working toward set health goals.



1234 Street Name
City, State
Zip
123-456-7890

SWING BED SERVICES



CARE BETWEEN HOSPITAL AND HOME



What is swing bed?

Swing bed services are a stop between hospital and home, where patients get the continued care they need while recovering from an illness, injury or surgery. Our skilled staff provides on-site care, 24 hours a day, to help patients return home safely.

Patients enjoy the comforts of home, while family has the comfort of knowing their loved one is receiving the help they need. The length of stay varies, but the quality of care is consistent. After meeting therapy goals, patients can return home stronger and with more confidence.

HELPING YOU FIND YOUR WAY HOME.

Care is here, even if a hospital stay was elsewhere. To learn more about swing bed, call **123-123-1234** or visit **HOSPITALADDRESS.COM**.

What can I expect in swing bed care?

NURSING

Provides recovery care, pain management and education.

PHYSICAL THERAPY

Provides injury rehabilitation and helps patients build strength to prevent falls and gain movement, balance and flexibility to resume activities like walking or exercising.

OCCUPATIONAL THERAPY

Focuses on daily living skills that may include dressing and bathing.

RESPIRATORY THERAPY

Provides respiratory care and education about oxygen use.

NUTRITION SERVICES

Offers nutritional education and support.

SPEECH THERAPY

Helps with communication skills, reading and safe swallowing.

PHARMACY

Works with medical team to meet medication needs.

SOCIAL WORK

Helps patients, and families, find additional services and resources for further education. Can also coordinate advance healthcare directives for patients.



Why do patients need swing bed care?

Our goal is to help patients return home safely. Swing bed services can help patients who need:

- Long-term IV antibiotics
- Wound care
- Rehabilitation after surgery
- Therapy after a stroke, accident or injury
- Rehab or skilled care after a recent hospitalization

Here to help you home

When therapy goals are met, we make the transition home easier for patients and their families. As patients leave swing bed, help may include:

- Arranging in-home care if needed.
- Helping find alternate living arrangements.
- Coordinating community services and help.
- Providing guidance if a patient needs home medical equipment and supplies (shower bench, walker, wheelchair, etc.).

SWING BED SUMMARY OF CARE

What is swing bed?

Swing bed is a short-stay, hospital-based program for patients who no longer need inpatient care but still require rehabilitation or skilled nursing care before returning home. This added care helps patients reach their highest potential for independence by providing the continued help they need to return home safely.

SERVICES ARE CUSTOMIZED TO EACH PATIENT'S NEEDS AND MAY INCLUDE:

- Nursing: provides recovery care, IV services, pain management and education.
- Physical therapy: provides injury rehabilitation and helps patients build strength to prevent falls and gain movement, balance and flexibility to resume activities like walking or exercising.
- Occupational therapy: focuses on daily living skills that may include dressing and bathing.
- Respiratory therapy: helps with respiratory needs and provides education about oxygen use.
- Nutrition services: offers nutritional education and support.
- Speech therapy: helps with communication skills, reading and safe swallowing.
- Social work: helps patients, and their families, find additional services and resources for further health education. Can also coordinate advance healthcare directives for patients.
- Pharmacy: works with medical team to meet medication needs.

LENGTH OF SWING BED STAY

If a patient has Medicare, the benefit covers services up to 20 days in full and up to 80 additional days with a co-payment, as long as Medicare criteria are met. Medicare supplements usually pay the deductible when Medicare continues coverage. Private health insurances may also cover swing bed care pending pre-approval. Physicians monitor each patient's progress to determine how long care is needed.

Returning home

<Name of organization> will assist with the following:

- Work with you to plan for leaving the hospital.
- Arrange for home-based services, if needed.
- Arrange for alternate living arrangements.
- Coordinate other community services and family help.
- Coordinate the purchase of home medical equipment and supplies (walker, wheelchair, commode, shower bench, etc.).



To learn more, call **123.456.7890** or visit **HospitalAddress.com**.



TELEHEALTH

Telehealth Campaign

The “**Anywhere Care**” creative concept uses a double entendre; the use of “virtually” could make readers think of a real-time, remote meeting—often considered virtual—and it also refers to the word as an adverb—speaking to the nearly limitless locations patients can choose when they access care via telehealth.

TEMPLATES INCLUDE:

- Newspaper
- Direct mail postcard
- In-house poster
- Social media images and sample posts
- Radio script (:30)
- Website copy
- Provider video etiquette tip sheet



PRINT



CUSTOMIZATION TIP

Customize your telehealth campaign by using photography of your providers into the tablet screen. Color photography with an out of focus background is the suggested style. Providers should be positioned in the center of the frame looking directly at the camera; posed confidently, welcoming and listening to their patient.

HEALTHCARE THAT'S VIRTUALLY ANYWHERE

<Customize with hospital name> now offers telehealth—remote visits that are as easy as they are convenient. Simply use a smartphone, tablet or computer to have an audio or video appointment with your provider in the comfort of home—or virtually anywhere you choose. **Skip the waiting room and meet for care where it's best for you.**

- Primary Care
- Chronic Disease Management
- Urgent Care
- Diabetic Care and Education
- Nutritional Counseling
- Physical Therapy
- Post-Surgical Follow-Up Visits
- COVID-19 Follow-Up Visits

Amenity HEALTH LEARN MORE AT HOSPITALADDRESS.COM/TELEHEALTH

To make a telehealth appointment, call 123-123-1234. Appointments are available during regular clinic hours.

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POSTER



HEALTHCARE THAT'S VIRTUALLY ANYWHERE

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- Primary Care
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- Urgent Care
- Diabetic Care and Education
- Nutritional Counseling
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To make a telehealth appointment, call **123-123-1234**.
HOSPITALADDRESS.COM

Appointments are available during regular clinic hours.

SOCIAL MEDIA IMAGE



TELEHEALTH SOCIAL POST COPY

TELEHEALTH POST

Healthcare that's virtually anywhere. Schedule a telehealth primary care appointment and meet with a provider for a video or audio visit from the comfort of your home—or virtually anywhere you choose. To get the care you need where it's convenient for you, call **<CUSTOMIZE HERE>**, or learn more at **<CUSTOMIZE link to landing page>**.

TELEHEALTH POST

<PERSONALIZE Hospital & Clinics> now offers telehealth—remote visits that are as easy as they are convenient. Simply use a smartphone, tablet or computer and have an audio or video appointment from your home—or virtually anywhere you choose. So skip the waiting room and meet with providers you trust for healthcare visits that can be done virtually anywhere. Learn more at **<LINK to landing page>**.

TELEHEALTH POST

Primary or specialty care that's virtually anywhere. **<PERSONALIZE Hospital & Clinics>** now offers telehealth — convenient visits with your provider while you stay comfortably at home. Simply use a smartphone, tablet or computer and get the care you need for **<customize depending — primary care visits, nutritional counselling, post-surgical follow-up visits, chronic disease management and COVID-19 visits >**. Learn more about convenient telehealth visits at **<LINK to landing page>**.

TELEHEALTH RADIO SCRIPT

(attention grabbing music)

ANNCR:

HEALTHCARE THAT'S VIRTUALLY ANYWHERE. **<CUSTOMIZE WITH HOSPITAL NAME>** NOW OFFERS TELEHEALTH—REMOTE VISITS THAT ARE EASY—AND CONVENIENT.

SIMPLY USE A SMARTPHONE, TABLET OR COMPUTER AND MEET WITH A PROVIDER FOR AN AUDIO OR VIDEO VISIT—FROM THE COMFORT OF YOUR HOME—OR VIRTUALLY ANYWHERE YOU CHOOSE.

SO SKIP THE WAITING ROOM AND GET CARE WHERE IT'S EASIEST FOR YOU. LEARN ABOUT WHICH SERVICES ARE AVAILABLE FOR TELEHEALTH VISITS AT **<HOSPITALADDRESS.COM>**.

DIRECT MAIL



Telehealth Visits for Primary and Specialty Care

<Customize with hospital name> now offers telehealth—remote visits that are as easy as they are convenient. Simply use a smartphone, tablet or computer to have an audio or video appointment with your provider in the comfort of home—or virtually anywhere you choose.

- Primary Care
- Chronic Disease Management
- Urgent Care
- Diabetic Care and Education
- Nutritional Counseling
- Physical Therapy
- Post-Surgical Follow-Up Visits
- COVID-19 Follow-Up Visits

To make a telehealth appointment, call **123-456-7890**. Appointments are available during regular clinic hours. Learn more at HospitalAddress.com.



TIP SHEET



TELEHEALTH ETIQUETTE CHECKLIST

Helpful tips for delivering a positive patient experience

Telehealth visits are changing healthcare for the better. Even though they are becoming popular, video conferencing can be a challenge. Below are a few tips to ensure your patients are getting the most from your telehealth visits.

- Use only high-quality sound equipment (speakers, microphones, internet connection) for effective communication.
- Make sure your webcam is at eye level.
- Look directly at the camera, maintaining eye contact.
- Choose an appropriate space when hosting a telehealth visit (private, professional, quiet).
- Test your background. If the picture is too dark, try turning on overhead lights and blocking light from windows.
- Be punctual.
- Dress the same way you would for an office appointment.
- Familiarize yourself with your patient's information to make the visit easier and more productive.
- Let the patient know if you are intentionally looking away from the screen.
- Pause and leave a few seconds between sentences to allow for internet lag times.
- Be clear with post-visit instructions for the patient.
- Ask if they were satisfied with their telehealth visit experience.



Software Requirements for Template Customization

Adobe Acrobat Pro should be used to add your organization's logo and customized text to the file. The toolkit tactics have been built using the Forms functionality in **Adobe Acrobat Pro** to offer customization of the PDF templates. The Edit Forms feature of Acrobat should meet most or all of your customization needs. However, if you need to make additional changes, we recommend you refer to Adobe's documentation.



Adobe Acrobat Pro

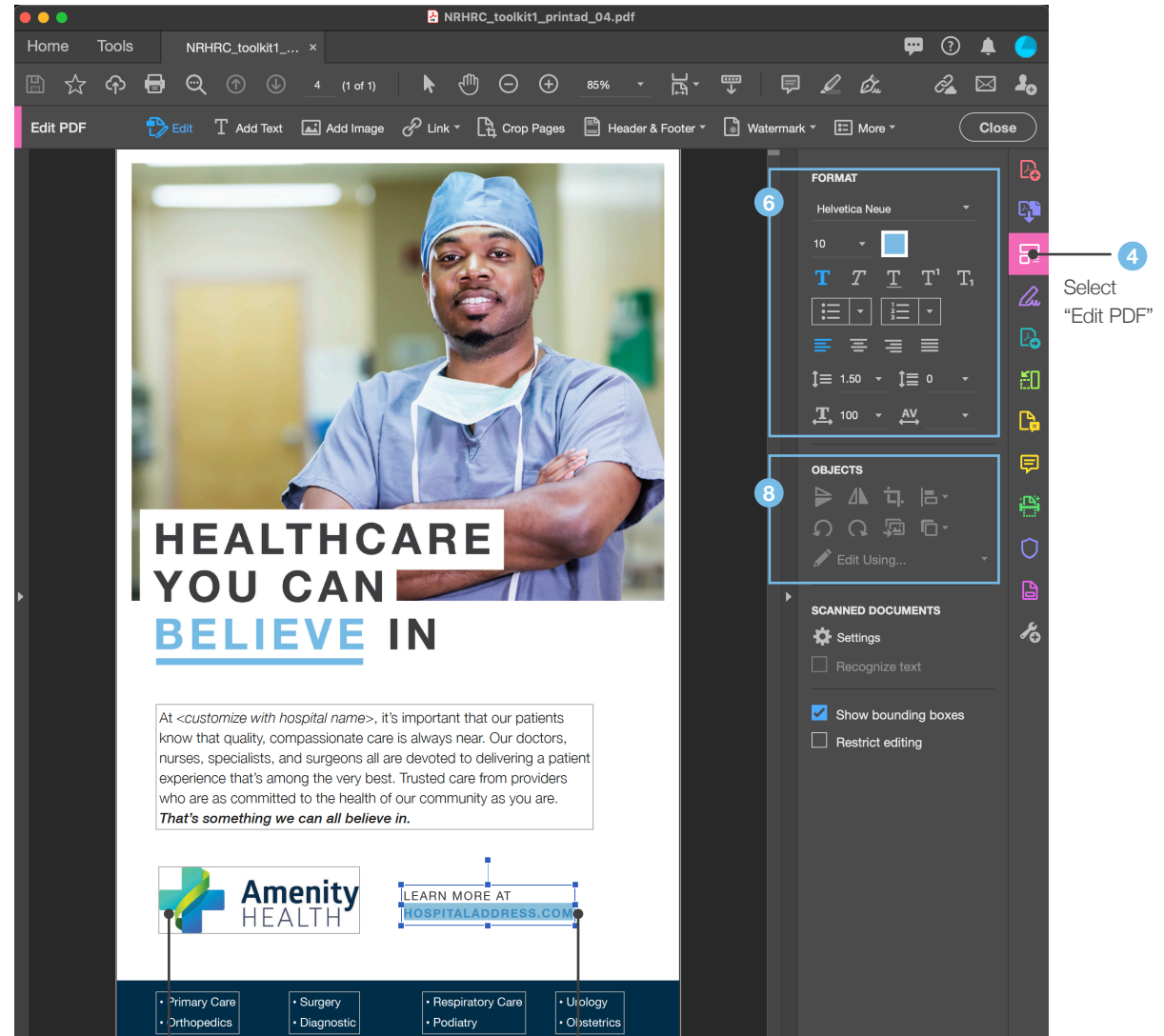


Microsoft Word is required for customization of radio scripts, social media posts, website landing pages and internal education materials.



How to Edit a PDF Template

1. Open Adobe Acrobat Pro.
2. In the top navigation, select File > Open ...
3. Select your PDF toolkit template file from the document window.
4. When your file opens, select “Edit PDF” in the right-hand toolbar.
5. To edit text, first place your cursor on the text you’d like to edit.
6. Edit your text using the “Format” options at the top of the right-hand toolbar.
7. To edit images or organization’s identity, first place your cursor on the image you’d like to edit.
8. Modify your image using the “Objects” options below the text options from Step 6.
9. Once complete, resave your file as a PDF.



7 Delete existing logo & replace with your logo. *Tip: Right click on logo and select “Replace Image” from pop-up menu.*

5 Select text you wish to edit and type in your information.

For more information about the Customizable Communications Toolkit, contact:

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