

**HACKETTSTOWN REGIONAL MEDICAL CENTER
ADMINISTRATIVE POLICY MANUAL**

ADVERTISING, MARKETING & PUBLIC RELATIONS

Effective Date:	03/1996	Policy No:	PR01
Cross Referenced:		Origin:	Public Relations
Reviewed Date:	10/98, 02/05, 02/11	Authority:	Executive Director
Revised Date:		Page:	1 of 4

PURPOSE:

The marketing, public relations and advertising initiatives of Hackettstown Regional Medical Center shall be used to advance the Hospital's goals and objectives with honesty, accuracy, sensitivity and truthfulness.

POLICY:

Written and verbal information communicated to the Hospital's customers should accurately represent the Adventist HealthCare philosophy and the mission and vision approved by the Board of Directors. The release of information to customers should be accurate and be integrated into a planned strategy to properly inform at the proper time. The customer's need to know must be balanced against the Hospital's Strategic Plan, Marketing Plan confidentiality issues.

This policy includes the following:

- * Initiatives/Approach
- * Advertising Standards
- * Media Communications/Contracts
- * Editorial Review
- * Media Invitations
- * Public Appearances
- * Regulations and Reimbursement
- * Marketing Committee
- * Special Advertising & Public Relations Requests

INITIATIVES/APPROACH:

1. Public Accountability - Communication initiatives to report the hospital's activities, challenges, financial position and future plans shall be provided to our customers to build and maintain trust and support.
2. Public Education - Communication initiatives shall be provided to our customers to keep them informed of services the Hospital has to offer, changes in the healthcare system, information to support healthier living to prevent illness/disease, and promote the Seventh-day Adventist HealthCare Philosophy.
3. Public Support - Communication initiatives to obtain support from the community to address health, social, political and legal areas of concern that impact the health status of the members of the community. Initiatives will be coordinated with local, state and national organizations.
4. Maintain/Increase Market Share - The highest ethical standards are used to guide the marketing, public relations and advertising initiatives utilized to maintain/increase the number of consumers receiving services from the Hospital.

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5. Staff/Employee Support - Selective advertising and communication initiatives are designed to educate customers about staff/employees who provide the services available at the Hospital.
6. Medical Staff Support - Communication initiatives shall be used to provide access to consumers to give them information about the members of the Medical Staff through a physician referral program printed physician directory and physician information available on the hospital's web site.
7. Customer Satisfaction - Surveys shall be completed with our patients, physicians and staff to assess the service delivery system and provide the necessary data to improve clinical care and services to provide the highest quality of care.

ADVERTISING STANDARDS:

- * All advertising must support the Hospital's values and shall be measured and evaluated for its accuracy, truthfulness, completeness, message content and approach.
- * Advertising shall be designed and executed placing the needs of the consumer first.
- * Advertising shall focus on informing and/or educating the consumer.
- * Advertising and the publication/media utilized must be compatible and demonstrate the same high ethical standards and values maintained by the Hospital.
- * Advertising targeted to specific consumers shall be done with respect and sensitivity.
- * Advertising shall not raise unrealistic expectations in the customers. Words such as safe, effective, painless and best shall be used with caution and always with verifiable, objectively based substantiation.
- * Advertising that states or implies a guarantee of successful outcome or complete satisfaction must be supported by a reasonable basis for the claim.
- * Advertising or public relations statements or other publicity that include direct or implied comparisons between the Hospital and other facilities must be objectively substantiated and written words should be reviewed by legal counsel prior to release to the public. Any such communications should be done following the highest ethical considerations.
- * Advertising that communicates cost information shall be accurate, substantiated and offered in the spirit of full disclosure.
- * Advertising that communicates low initial cost of services must disclose potential for referral to additional services when given by the same provider.

MEDIA COMMUNICATION/CONTACTS:

All newspaper, radio, television or other media contacts must go through the Marketing Department unless staff has received prior approval from the department to be the spokesperson. Media requests made after business hours should be directed to the hospital operator on duty who will notify the Administrative Director of Marketing or the Administrator-on-Call. One exception: If a media representative is asking for a patient's condition, the Nursing Supervisor on duty after hours or on weekends/holidays may provide the information following guidelines outlined in PR05.

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EDITORIAL REVIEW

Brochures, Newsletters, Flyers, Letters, Articles

All written material using the hospital's name and/or logo or involving a department of the hospital including, but not limited to, brochures, newsletters, flyers, letters and articles directed to the Hospital's customers informing them about services and programs available through the Hospital or on its campus require editorial approval from the Marketing Department prior to printing and distribution.

Draft materials should be given to the Marketing Department at least thirty (30) days prior to the final due date for printing and distribution unless otherwise arranged. The Marketing Department will review the material and provide written comments if necessary. Disagreements on editorial changes or comments made by the Marketing Department must be resolved prior to printing and publication. Any problems that cannot be resolved between the parties will require requesting the President and Chief Executive Officer of the Hospital to review and make a final decision.

The scheduled publishing date for press releases, newsletters, brochures, flyers or other materials must be coordinated through the Marketing Department. Every department, cluster or service that plans to publish a newsletter, print a brochure or other material must submit a plan at least thirty (30) days prior to the beginning of the calendar year specifying the dates for publication that coincides with budget objectives and timelines. Providing a time line will provide the Marketing Department with the necessary information to coordinate the release of all published materials during the coming year.

MEDIA INVITATIONS:

Invitations from radio stations, newspapers, magazines, professional journals, other publications or any other media for Hospital staff to write articles, to be interviewed or have their picture taken must notify the Marketing Department for approval prior to giving consent to participate. The Department will also assist staff in writing articles or preparing statements if possible.

PUBLIC APPEARANCES:

Hospital staff presentations to groups are encouraged and supported by the Marketing Department when possible. The Department requests all staff to inform the Marketing Department of scheduled public presentations. The Marketing Department staff members are available to help with audio visual aids if time permits and/or to provide written material as necessary, when possible.

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REGULATIONS AND REIMBURSEMENT:

- * Accurate data on the marketing, public relations and advertising activities shall be maintained by the Marketing Department.
- * Marketing, public relations and advertising activities shall comply with applicable government regulations and restrictions on reimbursement for advertising expenditures.

MARKETING COMMITTEE:

The Hospital's Marketing Committee will assist the Department in the development of the Marketing Plan. The committee meets before each Leadership meeting (biweekly) to provide input into the hospital's marketing activities and to assist in carrying out special events and community activities. The Marketing Committee includes representatives from the following departments/programs and may occasionally include others:

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| * Cardiac Rehab. | * Laboratory |
| * Cardiopulmonary | * Marketing/Public Relations |
| * Center for Healthier Living | * Nursing |
| * Childbirth Family Center | * Performance Improvement |
| * Counseling & Addiction | * Radiology |
| * Development | * Therapy Center (PT & OT) |
| * ER | * Other departmental participants |
| * Healthlink | are welcome and/or might be asked to attend. |

SPECIAL ADVERTISING AND PUBLIC RELATIONS REQUESTS:

The Marketing and Public Relations Department recognizes that departments and the Hospital as an organization will have advertising and public relations requirements in a fast-changing environment that were not included in the Marketing Plan. The request should be made to the Manager of Public Relations. The Department will review every special request for such services within the following parameters:

- * The marketing strategy of a competitor requires a department or Center of Excellence to develop an advertising campaign to prevent loss of volume.
- * Data is presented indicating that a problem perceived by customers could cause a decrease in volume and financial loss to the Hospital.
- * Customers within the service area must be informed of a new service or procedure that was developed during the calendar year which was not included in the Marketing Plan. Funds have been made available, and a delay to marketing until the next calendar year would cause a higher financial loss if the service were underutilized for a period of time.
- * Budgetary or Financial Constraints.