



Rule: University Health Care Marketing and Public-facing Communications

Approved: March 11, 2009

Approved by: Health System Executive Council, Office of the Senior Vice President,
Health Sciences

PREAMBLE

University Health Care's Public Affairs and Marketing office is responsible for coordinating a consistent brand identity for clinical services. The office provides strategic marketing and communication services to individual clinical units. Units have access to the expertise in the office for developing marketing, communication and referral development plans, developing effective messages and communication channels, and designing and producing campaigns, web pages, advertising, signs and communication materials. A description of service can be found at www.healthcare.utah.edu/marketing/services.

I. PURPOSE & SCOPE

WHEREAS: The reputation and brand identity of University Health Care are valuable assets that must be managed for the benefit of *all* Clinical Units,

And, all public-facing communications impact the Enterprise's reputation and brand

And, Clinical Units are advantaged when the Enterprise is presented as a cohesive and coordinated system of care.

And, the Enterprise's resources for marketing, communication, design, advertising, media relations, web content and referral development have been centralized to ensure brand consistency and cost efficiency.

THEREFORE: the communication policies below shall apply to all Clinical Units of the Enterprise.

II. DEFINITIONS

- a. The *Enterprise* is the combined clinical programs of University Health Care and The University of Utah Health Sciences.
- b. A *Clinical Unit* is any individual or multi-disciplinary clinical service or program of the Enterprise.
- c. *PAM* is the Office of Public Affairs and Marketing for The University of Utah Health Sciences and University Health Care.

- d. *Public-facing communication* includes printed material, mailings, posters, flyers, banners, signs, cards, letterhead, video and audio productions, advertising, Web pages, presentations, news releases, contact with news media and events that a unit undertakes to communicate with patients, referring physicians or the general public.
- e. The *Branding and Style Guidelines* is a document specifying approved logos, design, typography, colors and editorial styles for describing the Enterprise and its parts. The document is maintained by the PAM office and can be viewed at www.healthcare.utah.edu/marketing/logos .
- f. A *tag line* is any words or phrase used consistently with a logo or as part of the identity of a unit.

III. AUTHORITY AND OVERSIGHT

- a. The PAM office shall be the coordinating authority for all public-facing communication.
- b. Oversight of PAM is provided by the Health System Executive Council (HSEC).
- c. This policy and the *Branding and Style Guidelines* are subject to periodic review and approval by the HSEC.

IV. PROCEDURE

- a. Clinical Units shall engage the PAM office in the strategic planning, content development, design and distribution of public-facing communications.
- b. Clinical Units failing to comply with the specified requirements shall be required to bring communications into compliance at the unit's expense. Non-compliant communications shall be suspended immediately.
- c. Clinical Units shall coordinate all contact with news media through the PAM office.

V. DESIGN AND STYLE GUIDELINES

- a. Clinical Units shall abide by the *Branding and Style Guidelines*. to ensure continuity in the presentation of The Enterprise and specific services.
- b. The use of a logo shall be subject to approval of PAM's Brand Manager. This includes any applications of the University Health Care or University of Utah logos (and derivations thereof) as described in the *Branding and Style Guidelines*. This policy expressly forbids the creation of new logos or

reconfiguration of the “U” and caduceus, block U or other design elements within the logo field.

- c. Tag lines are prohibited for individual Clinical Units.
- d. Desktop publishing public-facing communications is discouraged. Design for materials should be developed through the PAM design staff --and must be approved by the PAM office--to ensure quality and consistency.

VI. ADVERTISING

- a. Advertising content and design shall be coordinated through the PAM office to ensure the design, tone and manner of the ad is consistent with current advertising for the enterprise.
- b. Advertising purchases shall be coordinated through the PAM office to ensure purchasing efficiencies and to avoid confusion with other advertising for individual units or the Enterprise at large.

VII. SIGNS AND BANNERS

- a. Permanent signs shall be developed with and approved by PAM to ensure continuity and support public way-finding on campus.
- b. Temporary banners in public areas are subject to approval by PAM. Banners displayed within a hospital or clinic must be approved by the Internal Communication Manager in the PAM office. Banners may be displayed for six weeks or a timeframe approved by PAM.

VIII. OUTSIDE VENDORS

The use of outside vendors for design, advertising, video and audio production and other communication services is allowed. Units shall involve the PAM office in the process of hiring outside vendors. All projects produced through outside vendors are subject to these policies and shall be coordinated through the PAM office. Vendor selection is also subject to the purchasing policies of the University of Utah.

IX. WEBSITE CONTENT AND DESIGN

Units posting material online shall vet the content with the Associate Director for Marketing and Web Resources in the PAM office.

X. OUTREACH WITH REFERRING PHYSICIAN OFFICES

- a. Outreach (events, presentations, mailings and promotions) directed at referring providers for the purpose of increasing physician referrals shall be coordinated through the Referral Development Director in the PAM office. This shall not impede physician-to-physician communications concerning patient care or physician-to-physician relationship building.
- b. Comprehensive, updated mail lists of physicians in our extended service area are purchased and maintained by PAM. These lists are available to “referral ready” units and can be refined by specialty and geography. Unit mailings shall be coordinated with and approved by the Referral Development Director.
- c. All materials and presentations made to referring physicians and/or their staff must adhere to the *Brand and Style Guidelines*.

XI. STAFFING FOR PUBLIC RELATIONS, MARKETING AND REFERRAL DEVELOPMENT

Hiring: Clinical Units shall consult with the PAM office before posting any position in their unit with responsibility for public relations, marketing or referral development. The PAM office shall help unit’s identify the staffing needed to achieve the objectives and coordinate with the PAM office. PAM shall assist units in the development of job descriptions and in recruiting and interviewing appropriate candidates.

Coordination: All employees within a Clinical Unit with responsibility for public relations, marketing or referral development shall coordinate activity with the PAM office and work in accordance with the Enterprise’s strategic marketing plan and brand guidelines.

XII. NAMING PROGRAMS, SERVICES AND BUILDINGS

Clinical Units shall consult with the PAM office in the naming of services, programs, centers and buildings.

XIII. CONTACTS

Questions about this policy should be directed to the Office of Public Affairs and Marketing, University of Utah Health Sciences, 801-581-7387. Additional information is available at www.healthcare.utah.edu/marketing .