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Owner:	<i>Brooke Blackwell: Chief of Staff</i>
Policy Area:	<i>Administration</i>
References:	

DWIHN COMMUNICATIONS MARKETING AND OUTREACH POLICY AND PROCEDURES

POLICY

It is the policy of the Detroit Wayne Integrated Health Network (DWIHN) to ensure all internal/external communications, events, fundraisers, campaigns, conferences, trainings, marketing, community outreach efforts and other events that further the mission, vision and goals of the DWIHN are done so in coordination with the DWIHN Communications Department in a timely manner before they are sent to the general public, the provider network, or posted to the organization website. The Communications Department serves as the centralized hub in which all communications must be reviewed and coordinated with prior to being sent out to its intended recipients. Communications include, but are not limited to: letters, memos, letterhead, business cards, internal emails to All Staff, policies, flyers, brochures, save-the-dates, advertisements, presentations, training materials, websites, videos, radio and television scripts, press releases, social media posts, surveys, graphics, billboard messages, newsletters, bulletins, etc. These communications can be created by internal DWIHN staff, contractual staff, outside vendors, provider staff, etc. and may include the DWIHN logo.

PURPOSE

The purpose of this policy is to

1. Ensure all DWIHN staff, contractual staff, outside vendors, and provider staff receive approval from the Communications Department prior to the communication being sent out of the organization in which the DWIHN logo is being used. This is to ensure the message/branding is professional, accurate, consistent and reflects the mission, vision and goals of the organization.
2. Inform and educate stakeholders about integrated behavioral health services and resources offered by DWIHN and its network of Providers.
3. Prevent the onset of mental health and disability-related problems in individuals and the community by providing timely and accurate information and outreach materials about services offered by DWIHN.
4. Offer community education that promotes integrated behavioral healthcare to all audiences including internal staff, external general public, community stakeholders, persons served, media, legislators, etc.

APPLICATION

It is the responsibility of the Communications Department to oversee all Communications (internal and external) that are created and sent out on behalf of the DWIHN organization to ensure that programs and

services are marketed appropriately and consistently, maintain consistent usage of our logo, taglines and toll-free helpline. Outreach items can be created internally, by contractual staff, by outside vendors or through provider staff; final draft items must be sent for approval prior to dissemination and/or print.

1. The following groups are required to implement and adhere to this policy: DWIHN Staff, Contractual Staff, Vendors, Providers
2. This policy serves the following populations: Adults, Children, I/DD, SMI, SED, SUD, Autism
3. This policy impacts the following **contracts/service lines**: MI-HEALTH LINK, Medicaid, SUD, Autism, Grants, General Fund

KEYWORDS

Communications: Letters, memos, letterhead, business cards, internal emails to All Staff, policies, flyers, brochures, save-the-dates, advertisements, presentations, training materials, websites, videos, radio and television scripts, press releases, media inquiries, social media posts, graphics, surveys, billboard messages, newsletters, bulletins and any other communication that bears the DWIHN logo, website and/or 1-800 number.

STANDARDS

1. It is the requirement of every department to coordinate their outreach efforts through the Communications Department at least thirty (30) days in advance of a campaign, conference, training, or event in which collateral materials need be produced in order to promote the event either by DWIHN staff, contractual staff, an outside vendor or Provider and making sure the Communications Department provides guidance, reviews and has creative input on materials that impact the image of the DWIHN before they are distributed. These materials can be produced within the organization, through outside vendors, providers, etc.
2. Any and all materials bearing DWIHN programs, services and logo must be done in coordination with the Communications Department; if final approval is needed beyond that which is given by the Communications Department, please refer to the Chief of Staff who oversees the Communications Department.

QUALITY ASSURANCE/IMPROVEMENT

DWIHN shall review and monitor contractor adherence to this policy as one element in its network management program, risk management program, and Quality Assessment/Performance Improvement Program (QAPIP) Work-plan..

The quality improvement programs of Network Providers must include measures for both the monitoring of and the continuous improvement of the programs or processes described in this policy.

COMPLIANCE WITH ALL APPLICABLE LAWS

DWIHN staff, Direct Contracted Network Providers, and their subcontractors are bound by all applicable local, state and federal laws, rules, regulations and policies, all federal waiver requirements, state and county contractual requirements, policies, and administrative directives, as amended..

LEGAL AUTHORITY

RELATED POLICIES AND PROCEDURES

RELATED DEPARTMENTS

1. Access & Crisis Continuum Service System
2. Children's Initiatives
3. Claims Processing
4. Clinical Practice Improvement
5. Communications
6. Compliance
7. Credentialing
8. Customer Service
9. Facilities and Buildings
10. Finance
11. Human Resources
12. Information Technology
13. Integrated Health Care
14. Legal
15. Managed Care Operations
16. Management & Budget
17. Purchasing
18. Quality
19. Recipient Rights
20. Residential
21. Substance Use Disorders
22. Utilization Management
23. Workforce Development and Training

CLINICAL POLICY

NO

INTERNAL/EXTERNAL POLICY

EXTERNAL

COPY

Attachments

No Attachments

Approval Signatures

Approver	Date
Allison Smith: Project Manager, PMP	07/2021
Tania Greason: Quality Improvement Admin	07/2021
Brooke Blackwell: Chief of Staff	06/2021
Eric Doeh: Deputy CEO/COO	06/2021

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