

# COMMUNICATION CHECKLIST & PRACTICES

## PURPOSE OF COMMUNICATION

- **Approval** (Pitching the project, gaining key decision-maker buy-in, getting green-light)
- **Inform** (With approval in place, need people to broadly know what we're doing, broad dissemination without action, generate awareness)
- **Enact** (Action needs to be taken by you or your people, including cascade communications)
- **Update** (Could also be inform)

## COMPONENTS TO CONSIDER

- Who do you want to reach?
- What information needs to be included?
- Is there an existing template and/or example?
- Who is going to help create?

## KEY MESSAGES/TALKING POINTS

What do you need to convey? Consider the following:

- What is your program purpose and definition or scope?
- What are the key benefits or attributes?
- What are your short term (1 year) and long term (3-5 year) program goals?
- Is this a new topic for your audience? Have they/how/what has been communicated previously?

## Communication Tactics & Support Materials

In addition to tactics, consider any budget needed for your communications. Consider any departmental and cross-functional resources to support your communications efforts (e.g., dedicated staff resources, web content, partners). The following include examples and some templates of a variety of materials that may support your communication efforts. Some projects may warrant one or two elements and others more, dependent on purpose, audience and reach.

**Message Map/Talking Points:** Hierarchy of messages with proof points as appropriate; sound bites to summarize.



Care Transformation  
Comms Plan.keymsgs

**Elevator speech:** Clear, brief message to communicate what it is, how we will operate it, and how it will benefit UW Medicine. Should break down complex concepts to simple message that anyone can understand without much background.



Smart Innovation  
Elevator Speech 2017

**PowerPoint deck** (serves as talking points): Consistent deck for face-to-face meeting, following elevator speech and talking points.



HMC Medical Staff meetings.final.clean.1



UW Medicine Diabetic Retinopathy Screenin



Oct Clinical Chairs.Pellegrini.final.



UW\_Medicine\_Power Point\_Template.pptx

**Email:** Communication to a broad or select audience.



UWNC chiefs & managers re PATH ou



HTN Email.docx

**Newsletter:** Story briefs and updates with pertinent information.



Care Transformation Newsletter\_Dec\_2017



Telehealth Newsletter - Q1 FY18



PAC Update Jan 2018 F.pdf

**Video:** Presentation that addresses key talking points for a wide audience. (see Resources)

**FAQs:** Document sharing details of the project and timeline in Q&A format; available as handout to provide as part of face-to-face.



Smart Innovation\_FAQ.pdf



Diabetic Retinopathy Screening\_FAQ\_Versi

**Fact Sheet:** A brief document with key information.



Smart Innovation Fact Sheet.pdf



UWMedicine\_Fact Sheet\_TEMPLATE 1.d

**Cascade Talking Points:** Talking points that ask you to act on something, take this out to different levels, this is what we need you to do next.



Clinic Chiefs TPs 11.08.2017.final.doc

**Infographic/Illustrative:** An infographic, illustration, image, screenshot, etc., that conveys message and/or supporting details. (see Resources)

**AUDIENCES**

Audience Level

- UW Medicine Vice Presidents
- Executive Directors/Medical Directors/Clinical Chairs and Directors
- Senior Leadership (Associate Medical Directors/Administrators/Service Chiefs/Division Chiefs)
- Clinic Managers/Program Directors
- Clinic Staff/Faculty
- Enterprise/Entity-wide
- Other: \_\_\_\_\_

Level of Organization

- Enterprise-wide
- Entities
  - UWMC
  - HMC
  - NWH
  - VMC
  - UWNC
  - SOM
  - UWP
  - Airlift Northwest
- UW School of Medicine Departments
  - All Departments
  - Clinical Departments
  - Other: \_\_\_\_\_

Sub-level of Entity Organization

- Hospital /Inpatient
- Ambulatory / Specialty Care
- Ambulatory / Primary Care
- Other: \_\_\_\_\_

Central Offices and Shared Services

- Other: \_\_\_\_\_

System-Level Committees/Memberships

- Ambulatory Services Planning Committee (ASPC)
- Clinical Chairs Committee (CCC)
- Clinical Practice Committee (CPC)
- Clinical Strategic Planning Committee (CSPC)
- Care Transformation Leadership (CTL)
- Healthcare Executive Leadership Management Committee (HELM)
- Medical School Executive Committee (MSEC)
- Physician Engagement Committee (PET)
- Strategic Leadership Council (SLC)
- Value Based Care Committee (VBCC)
- Other: \_\_\_\_\_

Other Non-UW Medicine Stakeholders

- Other: \_\_\_\_\_

**DISSEMINATION/TIMELINE TEMPLATE**

Timeline	Audience (Primary/Secondary)	Type	Purpose/ Key Messages	Support Materials	Communicator
June X	Clinic Managers	Conference Call	XXX	PPT Cascade TPs	XXX

Don't forget to consider what metrics you will use to measure the success of your communications!

**RESOURCES**

Brand Guidelines: <https://depts.washington.edu/uwmmktg/>

Templates: <https://depts.washington.edu/uwmmktg/index.php/resources/templates/>

Creative Collateral: <https://finance.uw.edu/c2/>

Videos: <http://www.washington.edu/video/our-services/examples-of-our-work/>

**CONTACTS**

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