



Introducing The Customizable Communications Toolkit

Delta Region Community Health System
Development (DRCHSD) Program
Communication Strategies for
Community Outreach and Education



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Delta Region Community Health System Development (DRCHSD) Program

Supported By:



Delta Regional Authority

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Legato Healthcare Marketing



**Brian Lani, Vice President of
Creative Services**
Legato Healthcare Marketing



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Agenda

- Introduction to the Customizable Communication Toolkit
- Preview the Campaigns
- Learn how to access, download, and customize template files
- Understand how your organization can receive assistance with template customization



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CUSTOMIZABLE COMMUNICATIONS TOOLKIT

RURALCENTER.ORG/DRCHSD/COMMUNICATIONS-TOOLKIT



Customize the templates within the Toolkit to easily develop internal and external communication materials!



Confidence

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.

[View Confidence Campaign](#)



Swing Bed

The *Between Healing and Home* creative concept speaks of the additional recovery time that swing bed/transitional care services provide patients. 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" speaks to the patient's choice to rehab close to home.

[View Swing Bed Campaign](#)



Preventative Screenings

The *Take Your Health in the Right Direction* creative concept urges patients to be advocates for their health. By using information and statistics to reinforce what could happen if regular appointments are missed, the audience is educated and encouraged to be more active in these important preventative health appointments that could save their lives.

[View Preventative Screenings Campaign](#)



Telehealth

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.

[View Telehealth Campaign](#)



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legato
healthcare marketing

Customizable Templates within the toolkit

- ✓ Print
- ✓ Radio scripts
- ✓ Educational brochures
- ✓ Direct mail
- ✓ Digital display and social media content
- ✓ In-house posters
- ✓ Screensaver
- ✓ Produced radio and video
- ✓ Website landing page copy
- ✓ Internal educational tools
















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[Customizable Communications Toolkit](#) > Confidence Campaign

Confidence Campaign

Downloads & Links

-  [Confidence Campaign Radio Script](#) (Word - 1 page)
-  [Confidence Campaign Website Landing Page Copy](#) (Word - 1 page)
-  [Confidence Campaign Digital Display](#) (PDF Document - 3 pages)
-  [Confidence Campaign Newspaper Script #1](#) (PDF Document - 1 page)
-  [Confidence Campaign Newspaper Script #2](#) (PDF Document - 1 page)
-  [Confidence Campaign Newspaper Script #3](#) (PDF Document - 1 page)
-  [Confidence Campaign Newspaper Script #4](#) (PDF Document - 1 page)
-  [Confidence Campaign Poster](#) (PDF Document - 1 page)
-  [Confidence Campaign Screensaver](#) (PDF Document - 1 page)
-  [Confidence Campaign Widescreen Screensaver](#) (PDF Document - 1 page)
-  [Confidence Campaign Social Media Posts](#) (Word - 1 page)
-  [Communications Toolkit: Confidence Campaign Video](#) (File - 1 minute)
-  [Confidence Campaign Radio Spot](#) (MP3 Audio - 1 minute)

Eligibility and Application

[DRCHSD Program Application](#)

[Benefits of Participation](#)

[Participation Expectations](#)

[Participating Hospitals and Clinics](#)

[Request for Implementation Technical Assistance \(ITA\) Services](#)

Program Activities

[Community Care Coordination \(CCC\)](#)

[CCC Activities and Timeline](#)

[Community Champion Job Requirements](#)

Hospital and Clinic Consultations

[Financial and Operational Assessment \(FOA\)](#)

[Quality Improvement \(QI\) Project](#)

[Revenue Cycle and Physician Practice](#)

[Management \(RCM/PPM\)](#)

[Employee Engagement Assessment \(EEA\)](#)

[Leadership and Workforce Development](#)

[Telehealth Assessment](#)

- **Select communication template**
- **Download by right clicking on file title**
- **Then scroll to Download Linked File**



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Poll:

Many of the templates can be customized using Adobe Acrobat Pro. Do you have access to that software?

Yes

No

I'm not sure

SOFTWARE REQUIREMENTS FOR 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.



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



Editing of produced broadcast materials to include organization name and website can be done through a request for design support for customization of toolkit templates



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- The image is a screenshot of a PDF editor application. The main window displays a healthcare advertisement. At the top of the ad is a photo of a smiling Black male surgeon in blue scrubs and a surgical cap, with his arms crossed. Below the photo, the text reads "HEALTHCARE YOU CAN BELIEVE IN". The word "BELIEVE" is in blue and underlined. Below this is a paragraph of text: "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.*". At the bottom of the ad is the "Amenity HEALTH" logo, which consists of a stylized blue and green cross-like shape next to the word "Amenity" in a serif font and "HEALTH" in a sans-serif font. To the right of the logo is a blue button that says "LEARN MORE AT HOSPITALADDRESS.COM". The PDF editor's interface is visible around the document. At the top, there's a dark grey header bar with "Home" and "Tools" tabs, and a breadcrumb trail "NRHRC_toolkit1...". Below this is a toolbar with various icons for editing, including selection, text, image, link, crop, header/footer, watermark, and more. On the right side, there's a dark grey sidebar with two main sections: "FORMAT" and "OBJECTS". The "FORMAT" section is currently active and shows options for font (Helvetica Neue), size (10), color (blue), bold/italic/underline, bullet points, numbered list, indent, line spacing (1.50), hyphenation (0), font size (100), and a "Format" button. The "OBJECTS" section shows icons for shapes, text boxes, and a "Edit Using..." option. Below these is a "SCANNED DOCUMENTS" section with a "Settings" button and checkboxes for "Recognize text", "Show bounding boxes" (which is checked), and "Restrict editing".

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



THE CUSTOMIZABLE COMMUNICATIONS TOOLKIT

for DRCHSD Hospitals and Clinics



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CONFIDENCE

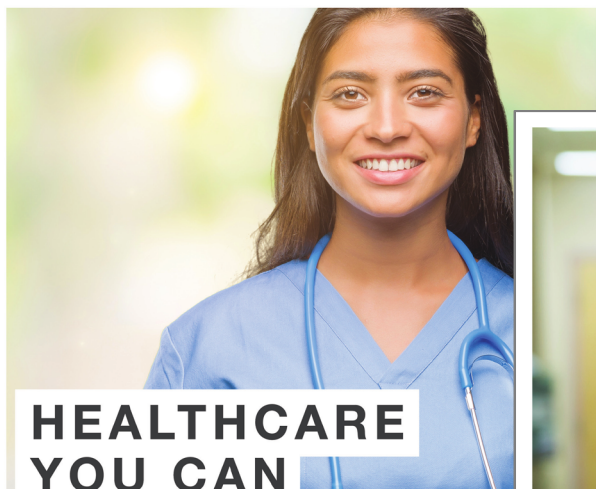
“Healthcare You Can Believe In”

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.



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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.



LEARN MORE AT
HOSPITALADDRESS.COM

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



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.



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



CUSTOMIZATION TIP:

Customize by using images 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, confidently.


PRINT



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POSTER



**HEALTHCARE
YOU CAN
BELIEVE IN**

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.*

 **Amenity
HEALTH** HOSPITALADDRESS.COM

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

RADIO AND VIDEO

: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

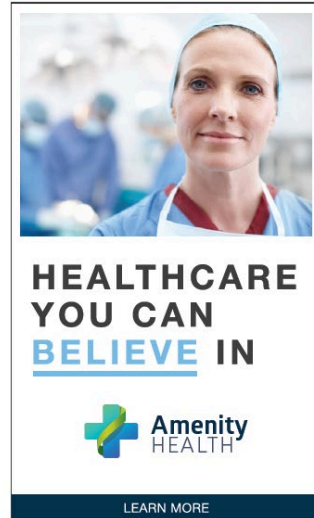
WE'RE <CUSTOMIZE WITH HOSPITAL NAME>. LEARN MORE AT <HOSPITAL NAME.COM>



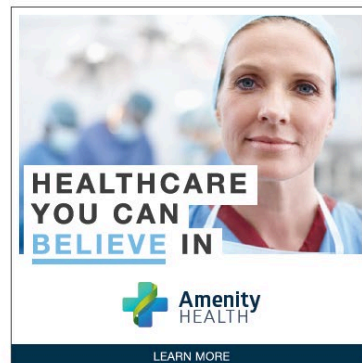
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DIGITAL DISPLAY



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.



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PREVENTION

“Take Your Care in the Right Direction” urges healthcare consumers to be advocates for their health by educating them about recommended preventative screenings that could save their lives, including mammograms, colonoscopies and Medicare wellness visits.



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COLONOSCOPY - PRINT



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.

RADIO

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**



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MAMMOGRAPHY - PRINT



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.

RADIO

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**



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MEDICARE WELLNESS VISIT - PRINT



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**.

RADIO

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**



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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.



HOSPITALADDRESS.COM

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

MEDICARE WELLNESS VISIT – DIRECT MAIL

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**.




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DIGITAL DISPLAY

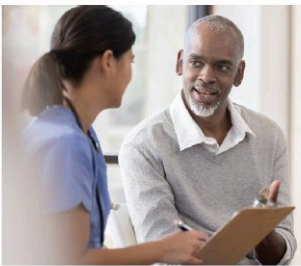



TAKE YOUR HEALTH IN THE RIGHT DIRECTION
Schedule your colonoscopy today.




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](#).



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SWING BED

“Shortening the Distance Between Healing and Home”

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.



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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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EDUCATIONAL BROCHURE

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

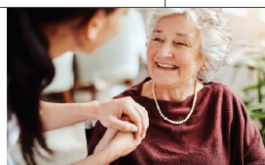
Helps with communication skills, reading and safe swallowing.

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.).

DISCHARGE PLANNER EDUCATION

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.



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TELEHEALTH

“Healthcare that’s Virtually Anywhere” 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.



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PRINT



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
- COVID-19 Follow-Up



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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CUSTOMIZATION TIP:

Customize by using images of your providers. 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; welcoming and listening to the patient.



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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>.

DIGITAL DISPLAY



**HEALTHCARE
THAT'S VIRTUALLY
ANYWHERE**



LEARN MORE

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>.



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DIRECT MAIL



**HEALTHCARE
THAT'S VIRTUALLY
ANYWHERE**

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.



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TELEHEALTH VIDEO ETIQUETTE TIPS – PHYSICIANS



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.



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CUSTOMIZATION SUPPORT

The DRCHSD Program is offering currently participating hospitals and clinics up to 5-hours of customization time by Legato Healthcare Marketing

- These hours can be used for template customization, writing, graphic design, or consultation
- For projects requiring more time, an additional project proposal will need to be submitted through the DRCHSD Program's [Request for ITA Services form](#)



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CUSTOMIZATION SUPPORT

Market Overlap

The Center is aware that some Delta organizations are located in close proximity, creating market overlap.

Each participating Delta hospital may request up to five hours of time with Legato to customize templates and additional time will be considered on a case-by-case basis. **This includes customization to ensure your campaign is unique. Contact DRCHSD if this is a concern.**



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CUSTOMIZATION SUPPORT

How to Request Legato Customization Time

Through September 28, 2021, you may request up to 5-hours of customization time from Legato

Submit Your Request on the [DRCHSD Request Form](#)

Include the following on the request form:

- Select “community engagement” as the request type
- Names, titles, and emails of the people from your hospital who would like to meet with Legato
- Campaign and templates you would like help customizing



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Poll:

Regarding the five-hours of time with Legato to customize templates:

1. I will be accessing the 5 hours to help customize.
2. I think I will need more than 5 hours.
3. I probably don't need help with customization.
4. I don't think I will use the toolkit.

Feedback Chat:

Add suggestions to the chat box for additional topics to consider for our next [Communication Strategies for Community Outreach & Education webinar series](#), fall 2021!

Thank You!

DRCHSD Toolkit or Customization Questions:

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218.216.7017

For more information contact:

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920.544.8102 ext. 101

National Rural Health Resource Center



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