

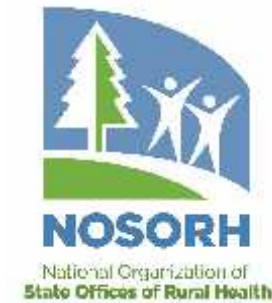
State Promotional Guide

Congratulations on the number of hospitals in your state earning the 2015 Performance Leadership Awards! We've created this document to help you maximize communication around this significant achievement.

The successful performance of your state's hospitals provides you with an immediate opportunity to celebrate with your hospital, create a source of accomplishment among staff, and send a powerful message to communities which these hospitals serve throughout the state.

With the materials provided by iVantage, you can help:

- Enhance community awareness of rural health issues and importance
- Support physician and patient choice and selection
- Augment hospital promotional efforts
- Partner with employers and community leaders



Here are specific steps you can take to promote National Rural Health Day on November 19, 2015:

- Obtain gubernatorial/legislative proclamation recognizing National Rural Health Day
- Present rural health awards/honor rural (or community) heroes
- Host conference "Celebrating the Power of Rural" on National Rural Health Day
- Present a series of themed lectures/presentations by state rural health leaders or advocates via Webinar on National Rural Health Day
- Produce rural health-related videos, fact sheets and other educational materials
- Visit community/state leaders to educate them on rural health issues and tout the work of State Offices of Rural Health and others in addressing those needs
- Contact local/state media; arrange National Rural Health Day interviews; Spread the news and share on social media sites like Twitter and LinkedIn. Use hashtags like #ruralhealth, #ruralhospitals, and #hospitalstrengthindex
- Link to the National Rural Health Day website, <http://celebratepowerofrural.org>, from your website

The following marketing-related materials will be distributed to hospitals in advance of National Rural Health Day:

Performance Leadership Award Logo

JPEG and high resolution EPS files. The artwork is provided along with guidance on how to post on the web, social media, or internal/external marketing materials such as banners, billboards or print advertisements.

Press Release Template

Media outreach is an effective way to build brand awareness and support among internal and external audiences. The template provided by iVantage can be easily customized to highlight your state's achievement.

If you have any questions about the information within this guidelines document, please don't hesitate to contact Amy Weickert at 207-245-6769 or aweickert@ivantagehealth.com.