SOCIAL MARKETING TOOLKIT
Products to Communicate with Patients
19 AUG 2019
Introduction

The Military Health System (MHS) is embarking on a new chapter, of unprecedented reform. In recent years, legislation from Congress signaled historic changes to the military health care delivery. With the entire system embracing new ways of doing business under the Defense Health Agency (DHA), the military health care is undergoing vast transformation. The sweeping changes support the National Defense Strategy to restore warfighting readiness and field a lethal force. The MHS is using new tools to position the enterprise for a successful future on and off the battlefield.

One such tool is MHS GENESIS, the new electronic health record (EHR). MHS GENESIS integrates all aspects of care in the MHS, and is integral in the provision and coordination of safe, quality care. It connects medical and dental information across the continuum of care, whether on the battlefield or at home in the military hospital. Because our service members and families deserve the best care, it empowers the military health enterprise, enabling the MHS to be a high-reliability organization. With the deployment of MHS GENESIS, provider and beneficiary audiences will experience many changes, as the MHS becomes a more integrated system of health and readiness.

The MHS/DHA Communications Division developed this toolkit for use by military hospitals and clinics that will deploy MHS GENESIS. It has products to build awareness of and educate patients at your facility.

...A new chapter, with unprecedented reform.
Learn and Share!

You can get the latest public information for MHS GENESIS at www.health.mil/MHSGENESIS. Please check back frequently, as the site will be updated with information as it becomes available.

In addition, don’t forget to follow the conversation on MHS and DHA social media channels.

Follow us on Facebook:
- @MilitaryHealth
- @DefenseHealthAgency

Follow us on Twitter:
- @MilitaryHealth
- @DoD_DHA

Look for our hashtag (#genesisofGENESIS) to stay tuned in. We’ll be communicating regularly about MHS GENESIS, so feel free to re-tweet or share our information with your facility. If you have questions regarding this toolkit, contact the MHS/DHA Communications Division at dha.ncr.comm.list.communications-planning@mail.mil.

And, we want your feedback!

Tell us what you think about our communications and products by emailing the address above. Your feedback is valued, as we often use it to inform our messaging and the products we create.

...Stay tuned in, follow the conversation.
It’s time to get to know and get ready for your new EHR, MHS GENESIS! MHS GENESIS supports the medical records for 9.5 million beneficiaries and more than 205,000 MHS personnel. MHS GENESIS improves access, safety, and quality of care for our nation’s service members, retirees, and families.

The Department of Defense (DoD) deployed MHS GENESIS at four sites in 2017, with additional deployments scheduled between 2019 and 2024. Patients can expect an initial delay (e.g., with appointments, wait times) as MHS GENESIS is deployed and staff (e.g., providers, clinicians) get used to the new system.

This toolkit is for military hospitals and clinics and provides them with communications products to use that contain patient-facing messaging. Now is the time for patients to learn about MHS GENESIS and the new Patient Portal. Patients at your hospital or clinic will likely have questions about the new EHR, what it means for them and their family, and where can they find out more. We encourage you to share the word with your patients, and included products in the tactics tabs (e.g., posters, screen savers) to help you do so.

MHS GENESIS launched at four initial operational capability sites in 2017: Fairchild Air Force Base, Naval Health Clinic Oak Harbor, Naval Hospital Bremerton, and Madigan Army Medical Center.

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Recommended tactics, their purpose, and associated products are in the table below. Repeat, or add on to, these tactics as often as needed to ensure your message is heard and that you’re helping to support the change.

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>PURPOSE</th>
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<tbody>
<tr>
<td><strong>Print and display posters</strong></td>
<td>Showcase posters to build awareness that the EHR will deploy at your facility</td>
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<tr>
<td><strong>Print and display handouts</strong></td>
<td>Place in patient rooms, waiting rooms, lobbies</td>
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<tr>
<td><strong>Distribute social media posts on facility accounts</strong></td>
<td>On your MTF social media channels, post about MHS GENESIS and what it means for your facility</td>
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<tr>
<td><strong>Share videos with beneficiaries</strong></td>
<td>Play videos on TVs in facilities, waiting rooms, social media, website</td>
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<tr>
<td><strong>Host a town hall</strong></td>
<td>Host a townhall, or leverage other forums, to share the latest information on MHS GENESIS and the new Patient Portal</td>
</tr>
<tr>
<td><strong>Patient Portal questions and answers</strong></td>
<td>Not for distribution. For preparation purposes only</td>
</tr>
</tbody>
</table>

#genesisofGENESIS
Activities Handouts Social Media Videos Briefings & Q&As

Posters

There are 11 posters to choose from to print and display around your facility or social media. The posters play off our marketing campaign that embodies a medical aphorism theme. The finished dimensions are 24x36" with a .125 bleed and the crop marks are included in the file.

Click the button to the right of each poster to download the print-ready file.
Handouts

There are three handouts to print and leave in your facility’s lobby, waiting rooms, and patient rooms. The business card can also be printed and handed to your patients when they meet with their provider or in their pharmacy bags.

Click the button to the right of each handout to download the print-ready file.
Social Media

Share the following on your facility’s social media:

“Remember When” posts: Share fun memories of health records in the Defense Department before the digital age. Encourage stakeholders to share their stories and experiences. Don’t forget to use the hashtag #genesisofGENESIS.

“Brain Byte” information: Share bite-size, or “byte,” size facts about MHS GENESIS and the patient portal.

Banners: Update your cover photos on Facebook and Twitter with MHS GENESIS branded content.

Share the following message: #DYK? We’re getting a new electronic health record! The new #MHSGENESIS patient portal will replace TRICARE Online (TOL). You’ll be able to communicate securely with your doctors, access your medical files, request appointments, and order prescription refills! Find out when and how you can start using the new patient portal: www.health.mil/MHSGENESIS

Click the download button below to view the entire suite of social media products.
**Videos**

Play the following videos throughout your facility’s televisions or digital displays, for example in waiting rooms, and on your social media channels and website.

**MHS GENESIS Overview**

**MHS GENESIS Patient Portal**

**DS Logon**

Use the YouTube link on your social media channels and website.

Use the DVIDS link to download the videos to play on your facility’s televisions or digital displays.

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**MHS GENESIS Overview:**

www.youtube.com/watch?v=JCHspcrHpVU

www.dvidshub.net/video/703014/mhs-genesis-overview

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**Patient Portal:**

www.youtube.com/watch?v=hTfr6zPsML0

www.dvidshub.net/video/703002/mhs-genesis-patient-portal

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**DS Logon:**

www.youtube.com/watch?v=BqTKO9mtgLE&feature=youtu.be+%3E

www.dvidshub.net/video/703188/ds-logon

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**#genesisofGENESIS**
Host a town hall (or leverage other events and forums) for patients to learn about MHS GENESIS and the new Patient Portal.

Click the button to the right of the Q&As and the briefing to download the file.