

Adapting the Value Templates from the CHC Value Toolkit

Phase 1. Define Your Communication Strategy

Before you begin adapting one of the Value Templates, it will be helpful to think through your communication strategy using the [CHC Value Toolkit: Quick Start Guide](#). The six steps are outlined below.



Here we assume that the **Value Template for Patients** can meet your needs, but this guide can be applied to any of the value templates – based on your strategy as determined by the above steps. Proceed to Phase 2.

Phase 2. Create Your Custom Template

1. Download and open the *Value Template - Patients* document in PowerPoint. Save to your computer.
2. Note that all of the content (text and icons) is embedded within simple text boxes. You can create your custom template by replacing the content and adjusting the layout according to your communication strategy.
3. For this product we chose to highlight all the core value messages, as well as additional messages (e.g. essential primary care services, care for chronic conditions) to resonate with the target patient audience. We also included a number of value indicator statements. You may wish to add data (e.g. patients by age group, key quality indicators) to this document. You may also wish to add a section to highlight a specific program or service line. Feel free to customize to suit your communication strategy from Phase 1.

PAGE 1

This list below indicates key data points to be edited when customizing this template for your health center.

- **P1** – Your logo
- **P2** – A stock photo or photo taken at your health center
- **P3** – Your organization name. The defining message may be revised or kept as-is; remove “(or another defining message)” when finished
- **P4** – Your organization name and service region should replace “Dominion Health Center” and “Dominion County.” The rest of the introduction statement may be revised (optional).
- **P5** – Customize value messages and value indicators based on your communication strategy from Phase 1. Revise and add your CHC data as appropriate (e.g. replace “13,000” with your total patient count) throughout.
- **P6** – Your organization contact and location information

P1 DOMINION HEALTH CENTER
A Healthier Community For All

P2

P3 Dominion Health Center: Your Community Healthcare Home
(or another defining message)

P4 Dominion Health Center is a community health center providing high preventive and primary care services for the people of Dominion County and neighboring areas.

P5 Welcoming All Community Members
Health Center we serve more than 13,000 community members.
We welcome children, adults, and seniors.
• We welcome community members enrolled in private insurance, Medicare, and Medicaid.
• We also welcome community members without health coverage by offering a sliding-scale payment policy based on income.

P4 A Committed Team Of Experienced Health Professionals
At Dominion Health Center we have a team of highly trained and experienced health professionals providing medical care, dental care, behavioral health care, pharmacy, and more.

P4 Recommended by Our Patients
Our patients recommend us because they are proud of where they get health care.
• Our surveys show high levels of patient satisfaction.
• Many of our new patients hear about us from family and friends.
• Our patients recommend us for our excellent service and high-quality care.
• Our patients know we are much more than just a “minute clinic.”
• We are a real medical home that provides comprehensive, high-quality health care for every patient.

P4 Comprehensive, High Quality Health Care
We provide comprehensive, high-quality services to all our patients.
• We are recognized as a Patient Centered Medical Home from the National Committee for Quality Assurance (NCQA).
• We use the best available care models to help our patients manage a wide range of conditions.
• We meet or exceed quality standards established by the federal government, state agencies, and accrediting agencies.
• We are one of only a few primary care providers that publicly report on our quality measures.

P4 Putting Patients and Families First
We keep patients and families first in everything we do.
• We engage patients and families as partners within a team-based model of care.
• We listen to our patients and families through conversations, focus groups, committees, and surveys.
• We equip our patients and families with education, counseling, and quick responses to questions about their health and health care.
• We help our patients and families coordinate services across multiple providers and community resources.
• We help our patients and families manage health conditions in their home and community settings.

P6 Dominion Health Center | 1234 Anywhere Lane | Dominion, VA 12345 | (555) 555-5555 | www.dominionhealthcenter.com

PAGE 2

This list below indicates key data points to be edited when customizing this template for your health center.

- **P7** – Your organization name and defining message (from P3 above)
- **P8** – Here we chose to highlight the “committed to access” value message in the left-sidebar, but you may wish to select a different value message. Customize value indicators, add data as appropriate, and adjust icons to suit your communication strategy from Phase 1. Additional icons can be found in the *Icon and Image Library* within the CHC Value Toolkit.
- **P9** – Customize value messages and value indicators based on your communication strategy from Phase 1. Revise and add your CHC data as appropriate (e.g. replace “30 jobs” in the seventh bullet under “strengthening our community” section) throughout.
- **P10** – Your organization contact and location information

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Dominion Health Center: Your Community Healthcare Home **P7**

P8 **Committed to Access**

We know that access matters for our community members.

- We offer Open Access appointments to help more patients obtain services on a walk-in basis.
- Our patients can use our secure web-based Patient Portal to view their health records and communicate with their care team.
- Our Medication Assistance Program helps patients obtain free or discounted medications offered by major pharmaceutical companies.
- Our Certified Application Counselors help clients navigate the open enrollment process for Medicaid and the Health Insurance Marketplace.
- We provide free Patient Education events for patients with chronic conditions.
- We provide streamlined referrals for lab, imaging, and diagnostic testing with community partners for discounted rates.
- Patients with low income and no health coverage are eligible for our sliding scale payment rates.

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Essential Primary Care Services

We provide a full range of essential primary care services including:

- Well visits.
- Non-emergency primary care visits.
- Family planning and women's health services.
- Education and counseling for healthy eating, active living, healthy weight, and tobacco cessation.
- Immunization, vaccination, education and counseling for communicable disease prevention.
- Screening for cancer, high blood pressure, diabetes, and respiratory diseases.

Care for Chronic Conditions

We help patients manage their chronic condition(s) by:

- Addressing serious health conditions such as arthritis, cancer, cardiovascular disease, diabetes, depression, respiratory disease, and oral health problems.
- Following evidence-based guidelines for care decisions.
- Developing a comprehensive care plan that includes detailed information about the patient's condition(s).
- Educating patients in self-management - how to manage their condition(s) outside the primary care office.
- Assessing and addressing barriers, including social factors, to patients' management of their health and well-being.
- Partnering and coordinating with other providers involved in care of the patient.

Helping Patients Manage the Cost of Health Care

We help our patients manage health care costs by:

- Managing their care plans across different providers.
- Selecting cost-effective medications and other treatment options.
- Minimizing the use of unnecessary tests and procedures.
- Managing their conditions in ways that reduce lifetime costs of health care.

Helping Patients Access Community Services

We help patient access community services and collaborate with other providers and partners. Examples of these services include:

- Nutrition education and counseling
- Food access (e.g. food pantry)
- Housing support
- Social services
- Disability services
- Employment supports

Strengthening our Community

Dominion Health Center is a non-profit organization with a commitment to strengthening our community.

- Our vision is to create a healthier community for all.
- Our mission is to promote the health and well-being of all people in our community, especially the most vulnerable, through health care that is guided by science, compassion and respect, and to contribute to the education of skilled and caring health professionals.
- We recently opened a new clinic location to serve Bladen County.
- We partner with the local department of health to provide community health screenings.
- We partner with the area school district to provide in-school screenings and education.
- We partner with the community mental health organization to provide integrated behavioral health care.
- We provide jobs and wages for more than 30 jobs for local residents.
- We purchase goods services from local businesses.
- We bring private grants dollars federal and state funding to our local community

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Phase 3. Adjust Formatting of Your Custom Template

Once you adjust the content within your *Value Template* document, you may wish to adjust the formatting to fit your organization's branding or to optimize look and feel. There are a number of ways that the formatting can be adjusted:

1. Add your logo, organization name, and stock image (mentioned in Phase 2 above). To do so, insert new picture and adjust sizing as needed.
2. Edit the colors of the section headers and footer. You may wish to match the section headers to your organization's branding colors. To do so, select the content box, then adjust the “Shape Fill” color.
3. Change the icons – perhaps selecting the gray-scale colored icons or selecting different icons that match your adjusted content. To do so, visit the *Icon and Image Library* in the CHC Value Toolkit.
4. Add a section to highlight a specific program, service, or value message. To do so, add a new text box, then adjust the layout of the surrounding text boxes.
5. Adjust the layout of the icons and text boxes. To do so, simply click (use the SHIFT key to highlight more than one content element) then drag to the desired place in the document.