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.*

1 👥 **Select your audience**
2 ◎ **Define your objectives**
3 📑 **Create your value story**
4 📈 **Select your value indicators**
5 💬 **Select your communication method**
6 🚀 **Execute for results**

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.

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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

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

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.