



Riverside
Health

MERGE

Integrated Strategy Playbook Template

For SHSMD 2026 Attendees

Executive Summary

The following communications playbook has been created in anticipation of **[Insert organization initiative]** and meant to support internal alignment on communications, key messages and execution for **[Insert time period of campaign/program]**.

The goals of this communications program include:

- **[Insert goals of the integrated communications program/campaign]**.

These efforts are intended to support **[Insert organization initiative]**.

Audience Media Habits + Communication Approach

- [Insert audience's media and news consumption habits]



- [Insert translation of how known media habits impact communications strategy, and recommended tactics to be leveraged]

- [Insert audience's media and news consumption habits]



- [Insert translation of how known media habits impact communications strategy, and recommended tactics to be leveraged]

- [Insert audience's media and news consumption habits]



- [Insert translation of how known media habits impact communications strategy, and recommended tactics to be leveraged]

Key Messages

[Insert single-minded message for organization initiative that you want your audience to know.]			
Key Message 1 [Insert Key Message]	Key Message 2 [Insert Key Message]	Key Message 3 [Insert Key Message]	Key Message 4 [Insert Key Message]
[Insert supporting proof points]	[Insert supporting proof points]	[Insert supporting proof points]	[Insert supporting proof points]

SME Bench



SME 1

Has been media trained and can speak to:

- [Insert key messages and proof points SME can speak to]



SME 2

Has been media trained and can speak to:

- [Insert key messages and proof points SME can speak to]



SME 3

Has been media trained and can speak to:

- [Insert key messages and proof points SME can speak to]

If-Asked Questions + Approved Statements

Insert If-Asked Question

- Insert approved response/statement

Insert If-Asked Question

- Insert approved response/statement

Insert If-Asked Question

- Insert approved response/statement

Sample Media Landscape

LOCAL	STATE/NATIONAL	TRADE
Insert Logos	Insert Logos	Insert Logos

Communications Calendar: Milestone Alignment

Examples from Riverside Smithfield Hospital Initiative

MONTH	MILESTONE	Potential Topics/Messages to Feature
June	Quarterly Briefing with Smithfield Times	- The latest in construction timeline and features - Current hiring needs and Riverside's team culture
July	N/A: Focus on media relationship building	- Provide overview of Riverside Smithfield medical campus coming soon - Current hiring needs and Riverside's team culture
Aug	Certificate of Occupancy (Anticipated)	- Understanding what an MOB is, benefits, and how patients can transition or sign up for care for when it opens mid-September
Sept	Riverside Smithfield Hospital Medical Office Building Opening (Anticipated) Quarterly Briefing with Smithfield Times	- The latest in construction timeline and features for the hospital
Oct	Facility Progress Update	- The latest in construction timeline and features - Additional rollout of MOB specialties and office openings as they occur - Begin to offer community members/team members for media opportunities
Nov	Outreach for December Ribbon Cutting Events	- Confirm attendance and interview interest
Dec	Team Member/Community Member Events Ribbon Cutting Opening Day announcement (Anticipate)	- In-person attendance of events - Confirmation of opening day
Jan	Opening Day	- Hospital welcomes first patients - Patient transfers from other facilities

Event Milestones: Earned Media Plan

Examples from Riverside Smithfield Hospital Ribbon Cutting Week Provided

Milestone/Event	Anticipated Date/Timing	Media Attendance Recommended?	Sample Media Targets + Angle
Team member orientation		Yes	Angle: Sample Media:
Team member open house		Yes	Angle: Sample Media:
Media “Office Hours”		As-Needed	Angle: Sample Media:
Ribbon Cutting Ceremony		Yes	Angle: Sample Media:
Community Open House		Yes	Angle: Sample Media: