

# LEE MEMORIAL HEALTH SYSTEM BOARD OF DIRECTORS

## POLICY MANUAL

no. 10.36B

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category: General Operations  
title: System Marketing Program

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original adoption: 09/26/97  
revision date: 07/31/98  
07/26/02 supersedes no. 10.36A

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### PURPOSE:

To establish and provide for Board oversight of System marketing and public communications efforts.

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### POLICY:

The System President or his designee shall be responsible to design and implement a program for marketing of the System's services to the public, purchasers of those services, and others who may use or direct the use of the System's services. Coincident with the marketing program, there shall also be a program of public communication complementing and reinforcing the marketing program, to inform the public and those who may use or direct the use of the System's services, of the System's mission, goals, philosophy, status, and needs, with the purpose of maintaining and enhancing the reputation and image of the Lee Memorial Health System in Lee County, Southwest Florida, the state of Florida, and the United States.

### PROCEDURE:

1. The marketing and public communications program and plans shall be in writing. Portions thereof which are exempt from public disclosure under the Laws of Florida shall be treated as confidential. All other elements of the program shall be open to public inspection and discussion.
2. The program and plan documents or summaries thereof shall be routinely and periodically distributed to directors when created and as amended or updated. Background documents and detail shall be available to directors on request.

3. Information deemed confidential shall be clearly marked and shall be treated as such by those that have been given access to the information.
4. The marketing and public communication program shall be reviewed and approved by the Board at least annually.