

**CentraCare Health (CCH) adopts the following policy/procedure for:**

CentraCare Health	CentraCare Health – Paynesville, LLC
CentraCare Clinic	CentraCare Health System – Sauk Centre
CentraCare Health System – Long Prairie	St. Cloud Hospital
CentraCare Health System – Melrose	St. Benedict's Senior Community

Original: May 22, 2014      Minor Review: 5/15      Full Review:  
Responsible Person: CCH Director of Marketing  
Approving Committee: CCH Executive Council  
Category: Operations  
Type: Policy/Procedure

- I. **PURPOSE:** Periodically, outside organizations and businesses may approach CentraCare Health seeking a formal endorsement of their product. This policy establishes guidelines for determining whether CentraCare Health or any of its affiliated entities would formally endorse another non-competing product or service. The CentraCare brand is a valuable asset which must be protected in product endorsement situations.
- II. **POLICY:** Product endorsement proposals must be approved by the CentraCare Health Director of Marketing, and CentraCare Clinic Best Practices Committee for cases requiring a review of the product’s clinical effectiveness. Final approval of CentraCare Health product endorsements is granted by CentraCare Health Executive Council.
- III. **DEFINITIONS:**
  - A. Product/service endorsement  
Placement of a CentraCare name or logo on the actual product or in an advertisement for a complementary, non-competing product or service. The CentraCare name or logo would appear in a secondary manner to the endorsed product or service name/logo. Language suggesting “endorsement” by CentraCare may or may not appear in addition to the CentraCare name/logo.
  - B. Co-branded advertising  
Advertisements carrying two names/logos which jointly promote a product or service. Costs of these advertisements are typically shared by the organizations whose names are displayed. Example: St. Cloud Hospital Bone & Joint Center ad which includes reference to orthopedic surgeons and the St. Cloud Orthopedic Associates logo. Co-branded advertising does not fall under the purview of this policy.
- IV. **GUIDELINES:**
  - A. Protecting and building the CentraCare brand is a primary consideration in product endorsement decision making.
  - B. CentraCare Health will not pursue product endorsement contracts but will consider requests from other organizations.
  - C. Requests for CentraCare Health to endorse another product/service should be first reviewed by the CentraCare Health Director of Marketing. Review criteria include: 1) fit with CentraCare Health mission, 2) fit with CentraCare Health brand attributes, 3) potential to enhance CentraCare brand equity, 4) potential to harm CentraCare brand equity.
  - D. Product endorsements will only be considered for non-competing, health related products/services.

- E. Products/services approved by the CentraCare Health Director of Marketing, which may be controversial in terms of clinical effectiveness, must be reviewed and approved by the CentraCare Clinic Best Practices Committee.
- F. Final approval of product endorsements must be granted by the CCH Executive Council.
- G. All product endorsements must be covered by a written, legal agreement. No money should be exchanged. There must be a reasonable (i.e. 60 days) termination period for ending the contract.

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