MILITARY HEALTH SYSTEM
MHS GENESIS

Public Affairs and Marketing Toolkit

www.health.mil/MHSGENESIS

MILITARY HEALTH SYSTEM
MHS GENESIS

The Military Health System Communications Division developed this toolkit for military hospitals and clinics, also known as military treatment facilities or MTFs, that deploy MHS GENESIS, the Department of Defense's new electronic health record. It has products to help public affairs officers, representatives, and marketing specialists build awareness and educate audiences about MHS GENESIS. The Military Health System Communications Division approved these products for use by your military hospital or clinic. MHS GENESIS is a registered trademark of the Department of Defense, Defense Health Agency.

www.health.mil/MHSGENESIS

Last updated June 2020

MHS GENESIS is a registered trademark of the Department of Defense, Defense Health Agency.
All rights reserved.

Introduction

The Military Health System (MHS) is embarking on a new chapter of unprecedented reform. In recent years, legislation from Congress signaled historic changes to military health care delivery. With the entire system embracing new ways of doing business under the Defense Health Agency (DHA), military health care is undergoing vast transformation. These sweeping changes support the National Defense Strategy to restore warfighting readiness and field a lethal force. And so, the MHS is using new tools to position the entire military medical enterprise for a successful future on and off the battlefield.

One tool is MHS GENESIS, the Department of Defense's (DoD) new electronic health record (EHR). MHS GENESIS integrates all aspects of care in the MHS and is integral in the provision and coordination of safe, quality care. It connects medical and dental information across the continuum of care, whether on the battlefield or at home in the military hospital. The DoD implemented MHS GENESIS at four initial sites in 2017, followed by four more in 2019, and scheduled additional implementations to take place between now and 2023. The EHR will roll out in more than 20 waves and at full deployment will accelerate how more than 200,000 military health care personnel care for 9.5 million TRICARE service members, retirees, and family members (for example, beneficiaries).

Because our beneficiaries deserve the best care, MHS GENESIS empowers the military health enterprise and enables the MHS to be a high-reliability organization. With the implementation of MHS GENESIS, providers and beneficiaries will experience many changes as the MHS becomes a more integrated system of health and readiness.

It's time to get to know and get ready for MHS GENESIS!

MHS GENESIS Public Affairs and Marketing Approach

The MHS Communications Division's public affairs and marketing approach focuses on connecting with audiences and encouraging behavior change by looking for ways to adopt the new EHR. The approach complements broader EHR change management efforts, and products in this toolkit align with an enterprise approach to communicating about MHS GENESIS. The overarching public affairs and marketing approach embraces a medical aphorism theme, which communicates about MHS GENESIS in phrases or sayings that are most commonly used by audiences (e.g., providers, patients) impacted by the new EHR.

Clear, consistent, and correct communications are extremely important, as there are many information channels and stakeholders. Public affairs and marketing is an important element of your MHS GENESIS journey, as your hospital or clinic will help guide the narrative around what the new EHR means and how it will impact audiences.

In addition, prior to, during, and at the end of your MHS GENESIS journey, audiences should know that:

- MHS GENESIS is an electronic health record that integrates all aspects of care in the Military Health System
- MHS GENESIS connects the provider to the patient and is integral in the provision and coordination of safe, quality care
- MHS GENESIS empowers the military health enterprise, enabling the Military Health System to be a high-reliability organization, because our service members and their families deserve the best care
- MHS GENESIS brings together inpatient and outpatient solutions that connect medical and dental information whether on the battlefield or at home in a military hospital
- MHS GENESIS helps health care delivery teams provide what you need, when and where you need it

Prepare
Phase 1

15+ months before implementation (*theme: modern*)

Pre-Deployment
Phase 2

14 –12 months before implementation (*theme: connected*)

Deployment
Phase 3

12 months before go-live, through implementation (*theme: secure*)

Go-Live
Phase 4

First 12 days after implementation (*theme: patient centric*)

Post Go-Live
Phase 5

28 days after implementation (*theme: standardized*)

Sustainment
Phase 6

1 month after implementation, and continuing for the lifetime of the military hospital or clinic (*theme: enterprise solution*)

Toolkit Intent

The *MHS GENESIS Public Affairs and Marketing Toolkit* is for military hospital or clinic public affairs, marketing, and/or communications leads. It's designed to help you understand the EHR narrative and tell a compelling story to your respective military hospital or clinic audiences (e.g., health care providers, nurse practitioners, clinical administrators, records clerks, patients). The expected result is that you help your hospital or clinic take an active role in educating individuals at your facility, so they are aware of MHS GENESIS and take action to prepare for the change.

The public affairs and marketing tactics and products in this toolkit convey action-oriented messages, by phases of change, to target audiences. The photographs used in the products are from the Defense Visual Information Distribution Service, known as DVIDS. Recommended tactics, products, their purpose, and a distribution schedule for each phase are outlined in the following pages. You're encouraged to use these tactics and products as a start and can build on them with additional ones that may best resonate with your local audiences. You should distribute products alongside other public affairs, marketing, and change communication activities at your hospital or clinic.

How to Navigate this Toolkit

This interactive toolkit organizes more than 80 public affairs and marketing tactics, by phase of change. The phases and communications theme for each are located to the right within each phase. You can move from phase to phase by clicking on the vertical right navigation on the pages to follow. Tactics are recommended according to a D– (for example, deployment minus months, weeks, or days) implementation schedule. To access downloadable products in the appendix tied to the tactics in a phase, click on the "A" icon on the first page of each phase. The "A" icon is located just below the phase vertical navigation, on the right side of the page. Once in the appendix, the product tactic number maps back to the tactic number in the D- schedule and you can click on any product to download and use. In addition, there is a mix of channels and product types throughout, as indicated by icons.

Digital Products
(for example, screen savers, intranet tiles, emails)

Print Products
(for example, flyers and posters)

Meetings
(for example, town halls and staff meetings)

Appendix
Click to go to the appendix for each phase

Download
Click to download the file

PHASE ONE 1

PREPARE

15+ months before implementation

(*theme: modern*)

The **first phase** of MHS GENESIS is to introduce the EHR and prepare hospital or clinic commanders and executive leadership for the implementation of the EHR. The intent is to educate commanders and executive leaders about the need and reasons for MHS GENESIS and why the implementation is taking place.

D-15 mo.

Tactic (1.1): Email your department heads to inform them about MHS GENESIS

Action: Ready your senior leaders early to minimize future disruption to services and get buy-in

Channel: E-mail

Audience: Department heads

D-15 mo.

Tactic (1.2): Brief your executive steering committee (or leadership team)

Action: Engage senior leaders to help them understand the change coming and remove any working silos

Channel: Meeting

Audience: Department heads

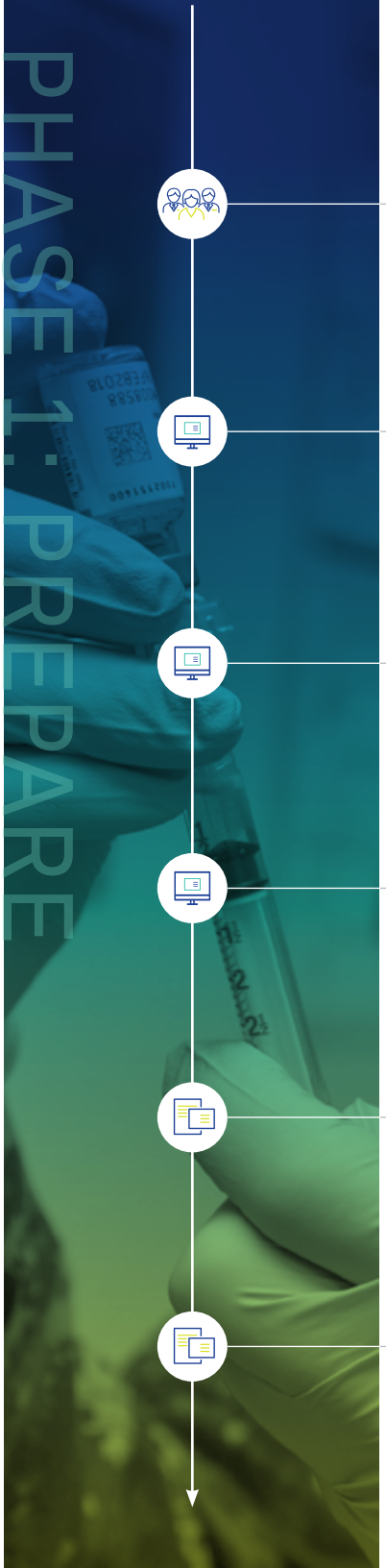
D-15 mo.

Tactic (1.3): Send kick-off email to introduce MHS GENESIS

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications)

Channel: Email

Audience: MTF staff



D-15 mo.

Tactic (1.4): Host an internal (staff) town hall
Action: Host a town hall, or leverage other forums, to educate staff about MHS GENESIS
Channel: Meeting
Audience: MTF staff

D-15 mo.

Tactic (1.5): Run electronic screen saver
Action: Circulate on computer screens, internal monitors, or digital bulletins
Channel: Digital materials
Audience: MTF staff

D-15 mo.

Tactic (1.6): Post an announcement to your facility intranet
Action: Launch a communication on your internal hospital intranet or SharePoint site
Channel: Digital materials
Audience: MTF staff

D-15 mo.

Tactic (1.7): Share video with internal staff members
Action: Introduce the staff to MHS GENESIS and the EHR Functional Champion
Channel: Email
Audience: MTF staff

D-15 mo.

Tactic (1.8): Distribute table tent announcements
Action: Configure and place table tents on common area tables throughout your facility
Channel: Print material
Audience: MTF staff and patients

D-15 mo.

Tactic (1.9, 1.10, 1.11, 1.12): Run MHS GENESIS base ads
Action: In base newspapers, or other print materials, include announcements regarding the new EHR
Channel: Print materials
Audience: Patients

PHASE TWO 2

PRE-DEPLOYMENT

14–12 months before implementation

(theme: connected)

The second phase of MHS GENESIS is to get the workforce ready for the EHR. At this point, commanders and executive leaders should regularly engage their staff through efficient and targeted messaging. The intent of this phase is to gain support for the upcoming implementation and address any questions or concerns early on.

After the kick-off brief:

D- 13 mo.

Tactic (2.1): Email update to staff

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications*)

Channel: Email

Audience: MTF staff

D- 13 mo.

Tactic (2.2): Host a town hall

Action: Host a town hall, or leverage other forums, to prepare staff for pre-deployment activities* and share with senior mission commanders

Channel: Meeting

Audience: MTF staff

D-12 mo.

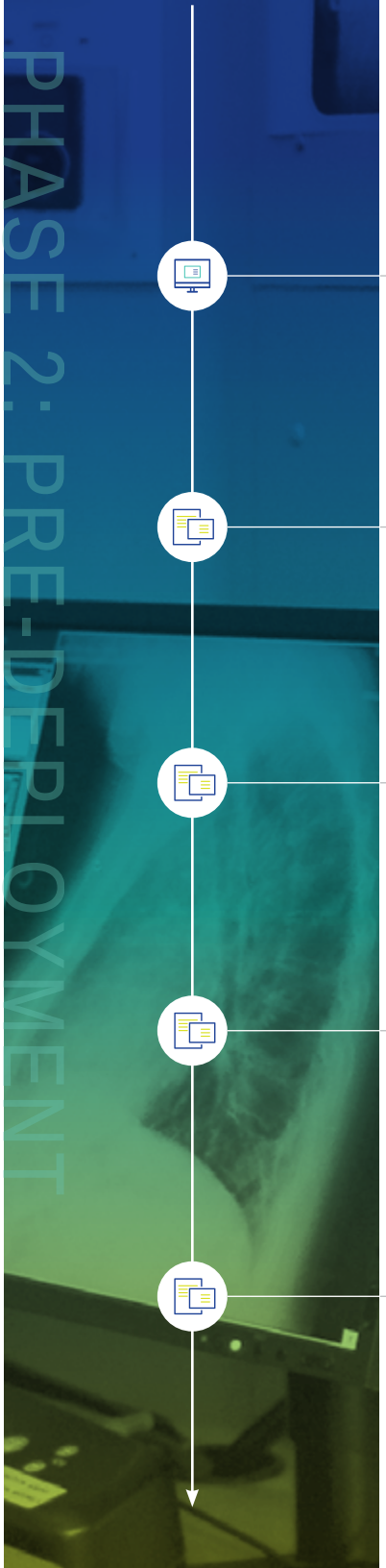
Tactic (2.3): Run electronic screen saver

Action: Circulate on computer screens, internal monitors, or digital bulletins

Channel: Digital materials

Audience: MTF staff

**Consider adding information learned from the kick-off brief*



Display during the kick-off brief and after:

D-12 mo.

Tactic (2.4): Post an announcement to your facility intranet

Action: Launch a communication on your hospital intranet or SharePoint site

Channel: Digital materials

Audience: MTF staff

D-12 mo.

Tactic (2.5): Print flyer

Action: Place in break rooms, mailboxes, or other staff-only areas

Channel: Print materials

Audience: MTF staff

D-12 mo.

Tactic (2.6): Print and display poster

Action: Showcase to build awareness that the EHR will deploy at your facility

Channel: Print materials

Audience: MTF staff

D-12 mo.

Tactic (2.7): Distribute table tent announcements

Action: Configure and place table tents on common area tables throughout your facility (replace if used in phase 1)

Channel: Print materials

Audience: MTF staff and patients

D-12 mo.

Tactic (2.8, 2.9): Run MHS GENESIS base ads

Action: In base newspapers or other print materials include announcements to let audiences know the new EHR is coming soon

Channel: Print materials

Audience: Patients

PHASE THREE 3

DEPLOYMENT

12 months before implementation

(theme: secure)

The **third phase** of MHS GENESIS is about rallying your staff around the new EHR. At this point, your hospital or clinic should be working together to help facilitate a successful implementation. The intent of this phase is to let hospital staff and patients know that the implementation is underway, understand why MHS GENESIS will go live and its benefits, and acknowledge likely impacts and become more informed about the EHR.

D- 11 mo.

Tactic (3.1): Email update to staff

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications*)

Channel: Email

Audience: MTF staff

D- 11 mo.

Tactic (3.2): Run electronic screen saver

Action: Circulate on computer screens, internal monitors, or digital bulletins

Channel: Digital materials

Audience: MTF staff

D- 10 mo.

Tactic (3.3): Post an announcement to your facility intranet

Action: Launch a communication on your hospital intranet or SharePoint site

Channel: Digital materials

Audience: MTF staff

**Consider sending emails over the next year with updates and encouragement*

D-9 mo.

Tactic (3.4): Print flyer
Action: Place in break rooms, mailboxes, or other staff-only areas
Channel: Printed materials
Audience: MTF staff

D-8 mo.

Tactic (3.5, 3.6): Print and display posters
Action: Showcase to build awareness that the EHR will deploy at your facility
Channel: Printed materials
Audience: MTF staff and patients

D-6 mo.

Tactic (3.7): Print and display table tents
Action: Place in break rooms, waiting rooms, or cafeteria tables
Channel: Printed materials
Audience: MTF staff and patients

D-6 mo.

Tactic (3.8, 3.9, 3.10, 3.11): Post "Remember When" graphics
Action: On your MTF social media pages and TVs throughout your facility, share fun memories of health records in the DoD before the digital age
Channel: Digital materials
Audience: MTF staff an patients

D-5 mo.

Tactic (3.12): Share *Moments in Military Medicine* video: "The Genesis of MHS GENESIS"
Action: Highlight how EHRs evolved in the MHS over the years
Channel: Digital materials
Audience: MTF staff and patients

D-4 mo.

Tactic (3.13): Introduce the Genesis of MHS GENESIS timeline
Action: On your facility's social media and TVs, educate staff, providers, and patients on how the health record has changed throughout the years
Channel: Digital materials
Audience: MTF staff and patients

D-3 mo.

Tactic (3.14): Print and display Patient Portal fact sheet
Action: Display in waiting rooms
Channel: Print materials
Audience: Patients

D-3 mo.

Tactic (3.15): Print and display Patient Portal brochure
Action: Display in waiting rooms
Channel: Print materials
Audience: Patients

PHASE 3: DEPLOYMENT

D-3 mo.

Tactic (3.16, 3.17, 3.18): Post Patient Portal social media content on facility accounts

Action: Build awareness of the Patient Portal and its availability

Channel: Digital materials

Audience: Patients

D-2 mo.

Tactic (3.19): Host a town hall

Action: Host a town hall (or leverage other events and forums) for patients to learn about MHS GENESIS and the new Patient Portal

Channel: Digital materials

Audience: Patients

D-2 mo.

Tactic (3.20): Share EHR overview video

Action: Inform audiences about the benefits of MHS GENESIS and build momentum around the implementation

Channel: Digital materials

Audience: MTF staff and patients

D-2 mo.

Tactic (3.21): Print and display handout information card

Action: Place in break rooms, waiting rooms, and pharmacy bags, or at local base events

Channel: Print materials

Audience: MTF staff and patients

D-2 mo.

Tactic (3.22): Print and handout Patient Portal business card

Action: Place in break rooms, waiting rooms, and pharmacy bags, or at local base events

Channel: Print materials

Audience: Patients

D-1 mo.

Tactic (3.23): Share MHS GENESIS Patient Portal informational video

Action: Educate audiences about features in the MHS GENESIS Patient Portal

Channel: Digital materials

Audience: Patients

D-2 wks.

Tactic (3.24, 3.25): Upload social media banners

Action: Update your MTF social media cover photos with MHS GENESIS branded content

Channel: Digital materials

Audience: MTF staff and patients

D-2 wks.

Tactic (3.26, 3.27, 3.28, 3.29): Run MHS GENESIS base ads

Action: In base newspapers or other print materials include announcements regarding the new EHR

Channel: Print materials

Audience: Patients

NOTE: In addition to these tactics, consider coordination with base, installation, or unit public affairs officers, engagement with community civic, military, and spouse organizations, and posting MHS GENESIS messages on military treatment facility and base marquee signs.

PHASE FOUR 4

GO-LIVE

First 12 days after implementation

(theme: patient centric)

The fourth phase of MHS GENESIS is about implementing, operating, and adopting the new EHR. At this point, all information is entered into the new system and clinicians begin using it. The intent of this phase is to let hospital staff know they will receive support from the vendor leading the implementation for approximately two weeks post go-live. For D-day activities, coordinate with your-on-the ground EHR change management team.

D-1 day

Tactic (4.1): Email update to staff

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications)

Channel: Email

Audience: MTF staff

D+2 days

Tactic (4.2): Host a town hall

Action: Host a town hall or leverage other forums to educate staff about MHS GENESIS

Channel: Meeting

Audience: MTF staff

D+2 days

Tactic (4.3): Run electronic screen saver

Action: Circulate on computer screens, internal monitors, or digital bulletins

Channel: Digital materials

Audience: MTF staff

PHASE 4: GO-LIVE

D+2 days

Tactic (4.4): Post an announcement to your facility intranet

Action: Launch a communication on your hospital intranet or SharePoint site

Channel: Digital materials

Audience: MTF staff

D+2 days

Tactic (4.5, 4.6, 4.7): Print and display posters

Action: Showcase to build awareness that the EHR is at your facility

Channel: Printed materials

Audience: MTF staff and patients

D+2 days

Tactic (4.8, 4.9): Print flyer

Action: Place in break rooms, mailboxes, or other staff-only areas

Channel: Printed materials

Audience: MTF staff

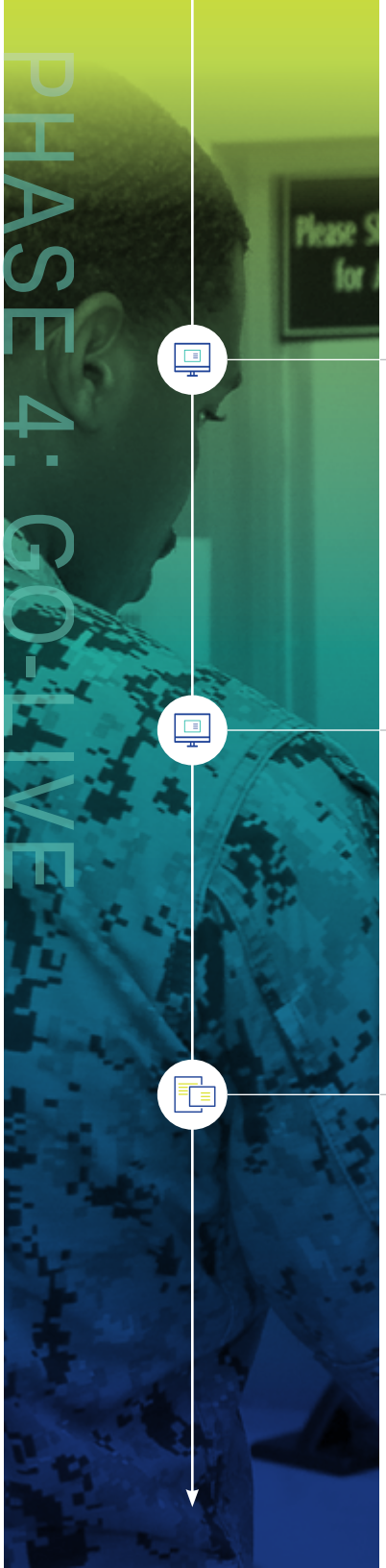
D+3 days

Tactic (4.10): Share DS Logon video

Action: On your MTF social media pages and TVs throughout your facility, post the DS Logon video

Channel: Digital materials

Audience: Patients



D+7 days

Tactic (4.11, 4.12): Share “Remember When” graphics

Action: On your MTF social media pages and TVs throughout your facility, share fun memories of health records in the DoD before the digital age

Channel: Digital materials

Audience: MTF staff and patients

D+7 days

Tactic (4.13): Post Patient Portal social media content on facility accounts

Action: Build awareness of the Patient Portal and its availability

Channel: Digital materials

Audience: Patients

D+7 days

Tactic (4.14, 4.15, 4.16, 4.17): Run MHS GENESIS base ads

Action: In base newspapers or other print materials include announcements that the new EHR is live

Channel: Print materials

Audience: Patients

PHASE FIVE 5

POST GO-LIVE

28 days after implementation

(theme: standardized)

The **fifth phase** of MHS GENESIS is about the support the end users will receive immediately following the EHR go-live. Any issues with the EHR should be promptly reported for resolution. Your team is adapting to the new EHR, getting used to it, and figuring out how to navigate the system with the help of their peers. The intent of this phase is to let hospital or clinic staff know they still have on-site support, to properly escalate any issues, and to remain focused on delivering patient care.

D+2 wks.

Tactic (5.1): Email update to staff

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications)

Channel: Email

Audience: MTF staff

D+2 wks.

Tactic (5.2): Run electronic screen saver

Action: Circulate on computer screens, internal monitors, or digital bulletins

Channel: Digital materials

Audience: MTF staff

D+2 wks.

Tactic (5.3): Post an announcement to your facility intranet

Action: Launch a communication on your hospital intranet or SharePoint site

Channel: Digital materials

Audience: MTF staff

PHASE 5: POST GO-LIVE

D+2 wks.

Tactic (5.4, 5.5): Print flyers

Action: Place in break rooms, mailboxes, or other staff-only areas

Channel: Printed materials

Audience: MTF staff

D+3 wks.

Tactic (5.6, 5.7): Print and display posters

Action: Showcase to build awareness that the EHR will deploy at your facility

Channel: Printed materials

Audience: MTF staff and patients

D+3 wks.

Tactic (5.8, 5.9): Share “Remember When” graphic

Action: On your MTF social media pages and TVs throughout your facility, share fun memories of health records in the DoD before the digital age

Channel: Digital materials

Audience: MTF staff and patients

D+3 wks.

Tactic (5.10): Post Patient Portal social media content on facility accounts

Action: Build awareness of the Patient Portal and its availability

Channel: Digital materials

Audience: Patients

PHASE SIX 6

SUSTAINMENT

1 month after implementation, continuing for the lifetime of the military hospital or clinic

(theme: enterprise solution)

The **sixth and final phase** of MHS GENESIS is about the final steps in adjusting to the new EHR. The vendor has left, and your hospital or clinic fully owns the new EHR. People working in MHS GENESIS will move past understanding the system to having full confidence in their abilities to work in the EHR. The intent of this phase is to let hospital or clinic staff know that change will not seem, with time, so daunting and they will find themselves becoming an expert.

D+1 mo.

Tactic (6.1): Email update to staff

Action: Send to hospital or clinic staff and base commanders (in place of or in addition to a regular communications)

Channel: Email

Audience: MTF staff

D+1 mo.

Tactic (6.2): Host a town hall

Action: Host a town hall or leverage other forums to educate staff about MHS GENESIS

Channel: Meeting

Audience: MTF staff

D+2 mo.

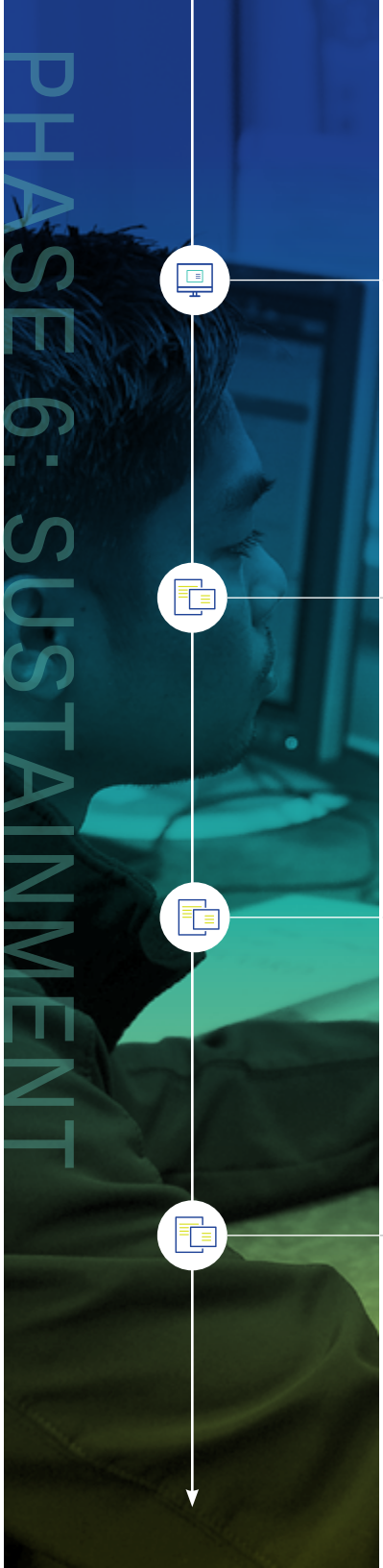
Tactic (6.3): Run electronic screen saver

Action: Circulate on computer screens, internal monitors, or digital bulletins

Channel: Digital materials

Audience: MTF staff

PHASE 6: SUSTAINMENT



D+2 mo.

Tactic (6.4): Post an announcement to your facility intranet
Action: Launch a communication on your hospital intranet or SharePoint site
Channel: Digital materials
Audience: MTF staff

D+2 mo.

Tactic (6.5, 6.6, 6.7): Print and display posters
Action: Showcase to build awareness that the EHR will deploy at your facility
Channel: Printed materials
Audience: MTF staff and patients

D+3 mo.

Tactic (6.8): Print flyer
Action: Place in break rooms, mailboxes, or other staff-only areas
Channel: Printed materials
Audience: MTF staff

D+3 mo.

Tactic (6.9): Print and display table tent
Action: Place in break rooms, in waiting rooms, or on cafeteria tables
Channel: Printed materials
Audience: MTF staff and patients

D+2-4 mo.

Tactic (6.10, 6.11, 6.12): Share "Remember When" graphics

Action: On your MTF social media pages and TVs throughout your facility, share fun memories of health records in the DoD before the digital age

Channel: Digital materials

Audience: MTF Staff and Patients

D+3 mo.

Tactic (6.13): Share testimonials*

Action: Collect statements from your facility staff on the benefits of the new EHR and share during staff meetings, on digital screens throughout your facility or via social media

Channel: Digital materials

Audience: MTF staff

**Reach out to the MHS/DHA Communications Division for a template*

NOTE: In addition to these tactics, consider a local media roundtable. A sample media advisory is in the "Additional Resources" section of this toolkit

Follow Us!

Follow us on Facebook:

@MilitaryHealth

@DefenseHealthAgency

@TRICARE

Follow us on Twitter:

@MilitaryHealth

@DoD_DHA

@TRICARE

Also look for our hashtag, #genesisofGENESIS, to stay tuned in. We'll communicate regularly about MHS GENESIS, so feel free to retweet or share our information with your hospital or clinic.

Be a Part of the Conversation

You can get the latest public information for MHS GENESIS at www.health.mil/MHSGENESIS. Please check back frequently, as the site will be updated with information as it becomes available. In addition, don't forget to follow MHS and DHA social media channels, which will post frequently about MHS GENESIS.

If you have questions or feedback regarding this toolkit, contact the MHS Communications Division at dha.ncr.comm.list.communications-planning@mail.mil. And, we want to hear from the field! Encourage your hospital staff and patients to let us know how it's going—they can take a quick, two-minute survey at www.health.mil/MHSGENESIS or by clicking the appropriate link on the upper right hand side of the page. Feedback is valued. We often use it to inform messaging and the products we create.

APPENDIX

Phase 1: Prepare

Tactic 1.1

Tactic 1.2

Tactic 1.3

Tactic 1.4

Tactic 1.5

APPENDIX

Phase 1: Prepare

Tactic 1.6

Tactic 1.7

Tactic 1.8 (Army)

Tactic 1.8 (Navy)

Tactic 1.8 (Air Force)

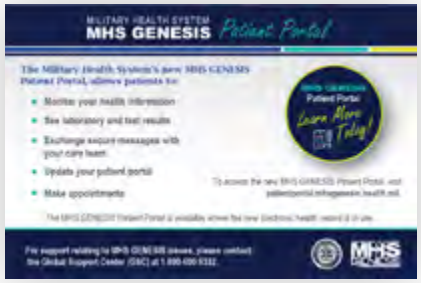
APPENDIX

Phase 1: Prepare

Tactic 1.9

Tactic 1.10

Tactic 1.11



Tactic 1.12

APPENDIX

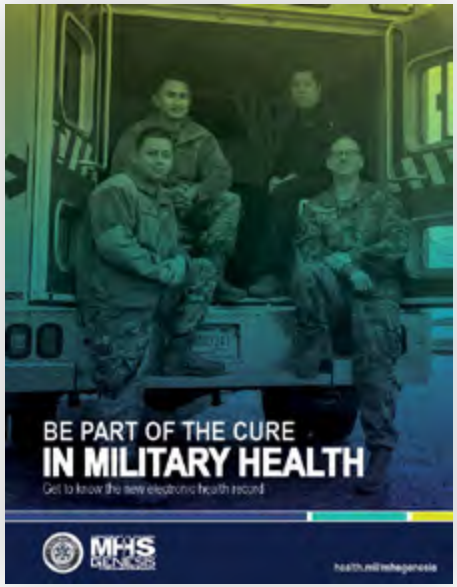
Phase 2: Pre-Deployment

Tactic 2.1

Tactic 2.2

Tactic 2.3

Tactic 2.4



Tactic 2.5

Tactic 2.6

Tactic 2.7

APPENDIX

Phase 2: Pre-Deployment

Tactic 2.8

Tactic 2.9

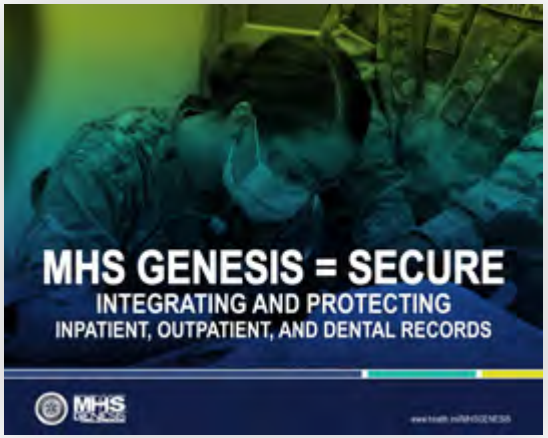
APPENDIX

Phase 3: Deployment

Tactic 3.1

Tactic 3.2 (Army)

Tactic 3.2 (Navy)



Tactic 3.2 (Air Force)

APPENDIX

Phase 3: Deployment

Tactic 3.3

Tactic 3.4 (Army)

Tactic 3.4 (Navy)

Tactic 3.4 (Air Force)

Tactic 3.5

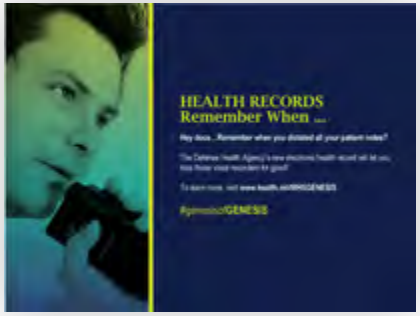
Tactic 3.6

Tactic 3.7

APPENDIX

Phase 3: Deployment

Tactic 3.8



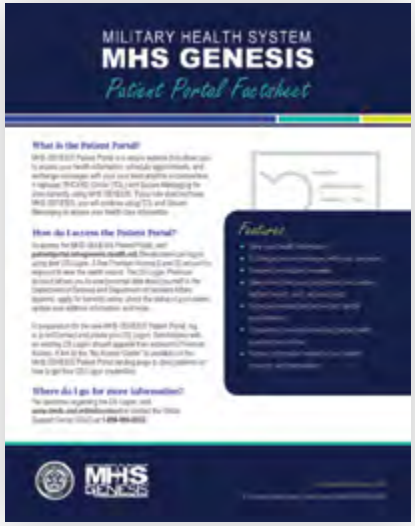
Tactic 3.9

Tactic 3.10

Tactic 3.11

Tactic 3.12

Tactic 3.13



Tactic 3.14

Tactic 3.15

Tactic 3.16

Tactic 3.17

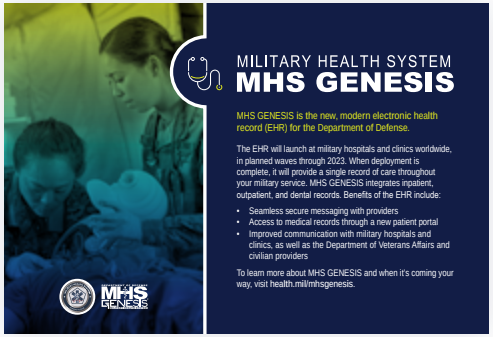
Tactic 3.18

Sample social media post:

#DYK? We're getting a new electronic health record! The new #MHSGENESIS patient portal will replace TRICARE Online (TOL). You'll be able to communicate securely with your doctors, access your medial files, request appointments, and order prescription refills! Find out when and how you can start using the new patient portal: www.health.mil/MHSGENESIS

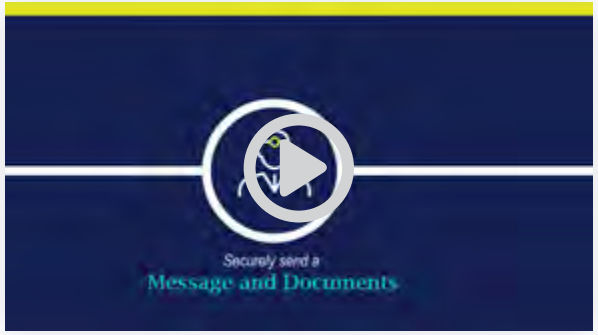
Tactic 3.19

Tactic 3.20



Tactic 3.21

Tactic 3.22



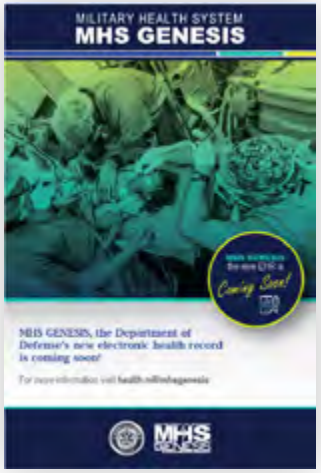
Tactic 3.23

Tactic 3.24 (Facebook)

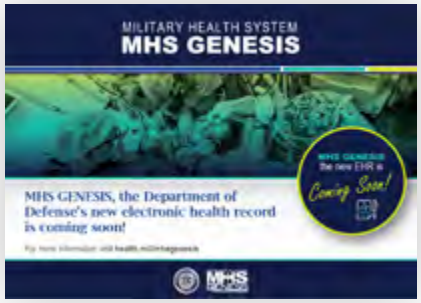
Tactic 3.25 (Twitter)

APPENDIX

Phase 3: Deployment



Tactic 3.26



Tactic 3.27

Tactic 3.28

Tactic 3.29

APPENDIX

Phase 4: Go-Live

Tactic 4.1

Tactic 4.2

Tactic 4.3 (Army)

Tactic 4.3 (Navy)

Tactic 4.3 (Air Force)

Tactic 4.4

Tactic 4.5

Tactic 4.6

Tactic 4.7 (Army)

Tactic 4.7 (Navy)

Tactic 4.7 (Air Force)

Tactic 4.8

Tactic 4.9 (Army)

Tactic 4.9 (Navy)

Tactic 4.9 (Air Force)

Tactic 4.10

Tactic 4.11

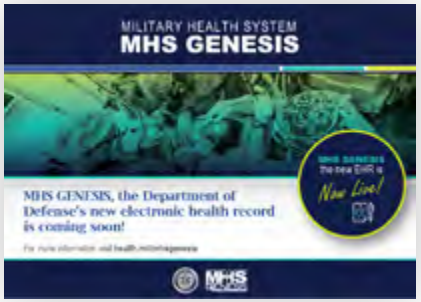
Tactic 4.12

Tactic 4.13

APPENDIX

Phase 4: Go-Live

Tactic 4.14



Tactic 4.15

Tactic 4.16

Tactic 4.17

APPENDIX

Phase 5: Post Go-Live

Tactic 5.1

Tactic 5.2 (Army)

Tactic 5.2 (Navy)

Tactic 5.2 (Air Force)

Tactic 5.3

Tactic 5.4

Tactic 5.5

APPENDIX

Phase 5: Post Go-Live

Tactic 5.6

Tactic 5.7 (Army)

Tactic 5.7 (Navy)

Tactic 5.7 (Air Force)

Tactic 5.8

Tactic 5.9

Tactic 5.10

APPENDIX

Phase 6: Sustainment

Tactic 6.1

Tactic 6.2

Tactic 6.3

Tactic 6.4

APPENDIX

Phase 6: Sustainment

Tactic 6.5

Tactic 6.6

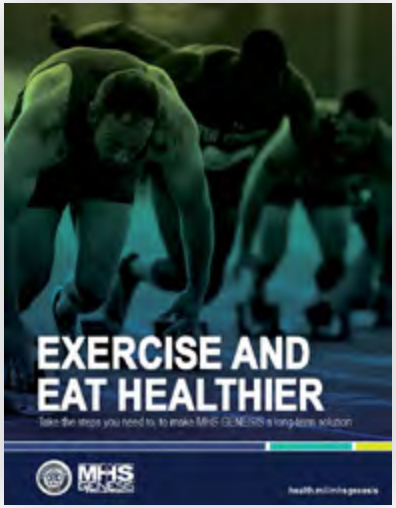
Tactic 6.7 (Army)

Tactic 6.7 (Navy)

Tactic 6.7 (Air Force)

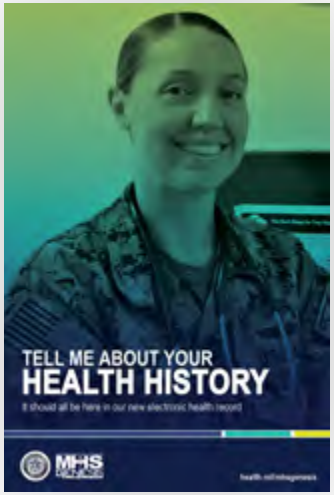
APPENDIX

Phase 6: Sustainment



Tactic 6.8

Tactic 6.9 (Army)



Tactic 6.9 (Navy)

Tactic 6.9 (Air Force)

Tactic 6.10

Tactic 6.11

Tactic 6.12

Note: For a template for Tactic 6.13 (testimonial), reach out to the MHS/DHA Communications Division

ADDITIONAL RESOURCES

SAMPLE MHS GENESIS Media Advisory

Media Advisory

MILITARY HEALTH SYSTEM

MHS GENESIS

www.health.mil/MHSGENESIS