

**EASTERN MAINE HEALTHCARE SYSTEMS
GOVERNANCE POLICY**

Title: Communication and Transparency

Modifiable

Non-Modifiable

No: 21

Supersedes No: 21

Approved by the Board: 03/11/2015

Dated: 03/20/13

Applicable to: EMHS Home Office
 All EMHS Entities
 EMHS Provider Entities

EMHS For-Profit Entities
 EMHS Hospitals
 EMHS Tax-Exempt Entities

Responsible Executive: M. Michelle Hood
President & CEO

Approved by: _____
Signatures on file M. Michelle Hood
President & CEO

Approved by: _____
Evelyn Silver, PhD
EMHS Board Chair

RELATED POLICIES

10.028 Community Benefit Assessment and Reporting
Directors Job Description

REASON FOR POLICY

Healthcare is increasingly complex across all areas of operation and obligation, including: delivery of safe, high quality care; meeting government and regulatory requirements; practicing ethical and efficient governance; sustaining financial viability; and achieving a high standard of accountability to the community.

At a time of unlimited capacity to generate data and many available methods of transmission, a communication policy that achieves clarity and transparency is essential. Information communicated well assures that the governing boards have access to the right information at the right time, and that EMHS is accountable to the communities it serves.

STATEMENT OF POLICY

In order to fulfill their fiduciary duty, governing boards must have access to complete and appropriate information delivered in a clear and timely manner. Board communication guidelines provide a framework intended to illustrate the types of information to be provided to the governing boards, and the anticipated frequency and specific means of communication. Boards will consider adopting new or improved communication methods as these become available. The EMHS Governing Board Communication Guidelines are included as Attachment 1.

As a not-for-profit health system charged with serving the community, EMHS is accountable to the public. The institutional integrity of EMHS depends on transparent communication of its governance practices, ethical standards, and performance goals and outcomes. Performance is typically reported across the categories of People, Quality, Service, Finance, Growth, and Community. EMHS actively communicates and provides ready access to the information that defines its purpose and measures its work. The Web Disclosure of Key Policies [Attachment 2] illustrates the means by which EMHS meets its commitment to transparency.

Each Member Organization will develop its own Communication Guidelines consistent with this policy.

ATTACHMENTS

Attachment 1: EMHS Board of Directors Communication Guidelines
Attachment 2: Web Disclosure of Key Policies

EMHS Board of Directors Communication Guidelines

<u>TOPIC AREA</u>	<u>TO: RECIPIENT</u> <u>VIA: MEANS & TIMING OF COMMUNICATION</u>	<u>FROM:</u> <u>INFORMATION SOURCE</u>
<u>High Impact Breaking News/media alerts</u> Significant positive or negative news of a time-sensitive nature.	<u>To:</u> Individual e-mail addresses of EMHS Directors; member organization board chairs / or all member organization boards; <u>Via:</u> E-Mail alert ASAP Cc: assistants as appropriate <u>To:</u> EMHS corporators <u>Via:</u> E-Mail alert to precede anticipated media coverage.	<u>From:</u> EMHS CEO or designee
<u>Routine EMHS Press Releases</u> Information of interest requiring no Board action. "Passive communication" to Board via posting on web page. Information is available to review but won't be sent to a mail box.	<u>To:</u> EMHS Directors <u>Via:</u> Available electronically on Board portal <u>To:</u> Corporators <u>Via:</u> EMHS web site	<u>From:</u> Posted on Board portal by Governance Relations as received from Community Relations or other EMHS source
<u>Key Personnel Event</u> EMHS or member organization executive level hires, promotions, resignations, terminations, deaths.	<u>To:</u> EMHS Directors; <u>Via:</u> Typically via e-mail distribution list. In cases of high sensitivity or urgency, teleconference.	<u>From:</u> EMHS CEO or designee
<u>Death of active EMHS board member</u> Death of active or retired EMHS board member or active member organization board member.	<u>To:</u> EMHS Directors; member organization board chairs; LC <u>Via:</u> Phone call upon notification <u>To:</u> EMHS Directors; LC; member organization board chairs <u>Via:</u> Letter from EMHS board chair within two business days	<u>From:</u> EMHS CEO or designee <u>From:</u> Letters drafted/produced by Governance Relations staff
<u>Meeting Materials</u> Board meeting agendas and materials	<u>To:</u> EMHS Directors, EMHS Officers and Executive Staff <u>Via:</u> Board portal and e-mail alerts at least five business days prior to meeting. Paper copy by arrangement.	<u>From:</u> Governance Relations office
Board committee meeting agendas and materials	<u>To:</u> EMHS Directors, EMHS Officers and Executive Staff <u>Via:</u> Board portal and email alerts at least five business days prior to meeting. Paper copy by arrangement.	<u>From:</u> Board committee's staff office
DRAFT minutes of Board and committee meetings available for posting on Board portal following clearance by CEO and respective Chair	<u>To:</u> Board and committee members <u>Via:</u> Board portal	<u>From:</u> Meeting secretary

Web Disclosure of Key Policies

In addition to 1) the provisions of any annual EMHS communication plan; 2) news provided through electronic, print and broadcast media; and 3) information shared publicly through professional, corporator, civic, and business presentations, the following information will be available in support of transparency.

Posted to the EMHS website:

1. Governance documents:
Bylaws; Organization Chart; Code of Conduct; COI Policy; Communication and Transparency Policy; Board of Directors Charter; Directors Job Description; List of Directors; Corporators Job Description; List of Corporators; Committee Charters
2. Financial documents:
Form 990; Financial Assistance Policy
3. Community Benefit Report and Health Needs Assessment
4. Quality, Safety and Patient Satisfaction Performance Indicators