

How HAP Promotes Partnerships



The Veterans Health Administration (VHA's) National Center for Healthcare Advancement and Partnerships (HAP) is proud to partner with you to provide services that benefit Veterans, their families, caregivers, and survivors. We leverage multiple channels to announce our mutually beneficial partnerships and to raise awareness of success stories that result from those collaborations to internal and external stakeholders.

Partnership Announcements

When a partnership becomes formal by way of a signed memorandum of agreement and approval from the Department of Veterans Affairs' (VA) Office of General Counsel, VA may announce it with a press release. Typically, press releases are no more than 300 words, and will include a quote from HAP. From draft to approval, the press release process typically takes at least three weeks. Ultimately, press releases are published on VA's Office of Public and Intergovernmental Affairs [website](#). Once the release is published, you are free to distribute it via your own channels.

Press releases are promoted with social media posts on VHA's channels. Our team can craft suggested text for your social properties, too. Continue reading for more information about the many communications channels HAP utilities.



U.S. Department of Veterans Affairs
Veterans Health Administration
National Center for Healthcare
Advancement and Partnerships



Veterans Health Administration National Center for Health Advancement and Partnerships



How HAP Promotes Partnerships (Continued)

Partnership Accomplishments and Updates

We love sharing good news stories and the latest information on partnership activities. Here are the channels our team uses to spread the word about efforts to help Veterans lead healthier, happier lives:

» HAP website

VA.gov/healthpartnerships is home to all information about partnerships, including articles, fact sheets, and brochures. Articles are published under the “Latest News” tab.

» HAP newsletter

Our quarterly newsletter highlights the latest news and unique content about HAP. Each year, we produce a “special edition” of the newsletter based on a theme. Click here to read all newsletter editions: va.gov/HEALTHPARTNERSHIPS/newsletter.asp.

» GovDelivery

This service allows HAP to send out news via e-mail blasts to subscribers. All of HAP’s newsletters are distributed via GovDelivery. To sign up for email blasts, click here: public.govdelivery.com/accounts/USVHA/subscriber/new?category_id=USVHA_C259&email=Email+Address&commit.x=39&commit.y=22.

» Social media

VHA’s Twitter, LinkedIn, and Facebook channels publish posts about content that directly benefit Veterans, including posts about HAP partnerships. HAP can also submit partnership posts to Veteran Service Organizations (VSO) that may also publish them and create suggested posts about partnership activities for your social media channels.

» VA News

VA News is VA’s official blog, where content typically receives thousands of views from Veterans and the public. We successfully pitch and publish several stories per year on this blog, such as this one about the Salesforce partnership: news.va.gov/106566/mental-health-resources-help-veterans-families/.

» VA Insider

This is VA’s staff-facing blog. Stories published here typically highlight content that VA or VHA staff members or health care providers would find interesting and helpful.

» HAP’s SharePoint and intranet sites

These VA internal-only sites are other venues where HAP news can be shared with VA and VHA staff members who have designated login credentials.



For more information on partnership communication options, please contact our office via email: VHA_Partnerships@va.gov.

For more information about HAP, please visit va.gov/healthpartnerships.



U.S. Department of Veterans Affairs
Veterans Health Administration
National Center for Healthcare
Advancement and Partnerships



Veterans Health Administration National Center for Health Advancement and Partnerships