

RECOVERY CONTRACT MARKETING PLAN

Purpose: To ensure that Department of Veterans Affairs Veterans Health Administration (VHA) personnel are aware of the National Inpatient Recovery Contract, how it operates and where to refer questions.

Approach:

- Routine conference calls will be used to provide basic information about the contract. Participants include all VHA Network Directors, VHA Chief Financial Office, Logistics, and VHA Health Administrative Service (HAS).
- Information will be provided to the Public Affairs office for distribution within the VA.
- More detailed information on the contract will be distributed using mailings to VISN and VAMC directors.

Materials:

- Policy memoranda and directives issued through the auspices of HAS.
- Manuals and detailed guidance prepared by both VA and the Contractor.
- Fact sheet on the contract prepared by the Health Administration Center.
- Information on where to refer media and other non-VA personnel with questions about the contract and its purpose.

Schedule:

- Fact Sheet: February 1, 2001
- Information for Public Affairs February 1, 2001
- Director's informational letter February 1, 2001
- Guidance on information requests from outside the VA January 12, 2001
- Policy memoranda February 2001
- Manuals and detailed guidance February 2001
- Conference call announcements January 12, 2001
February 9, 2001
February 23, 2001