

COMMUNITY HEALTH UNIT DATABASE NETWORKING SYSTEM - CHUDATS -

Communication and System Marketing



Notes

By

Communications Officer

Our Communication Goals

Stakeholder Involvements and Partnerships

- Achieve both legal-based and Consensual supporters
- Realize common interest programs for same purpose

User Populations Trust

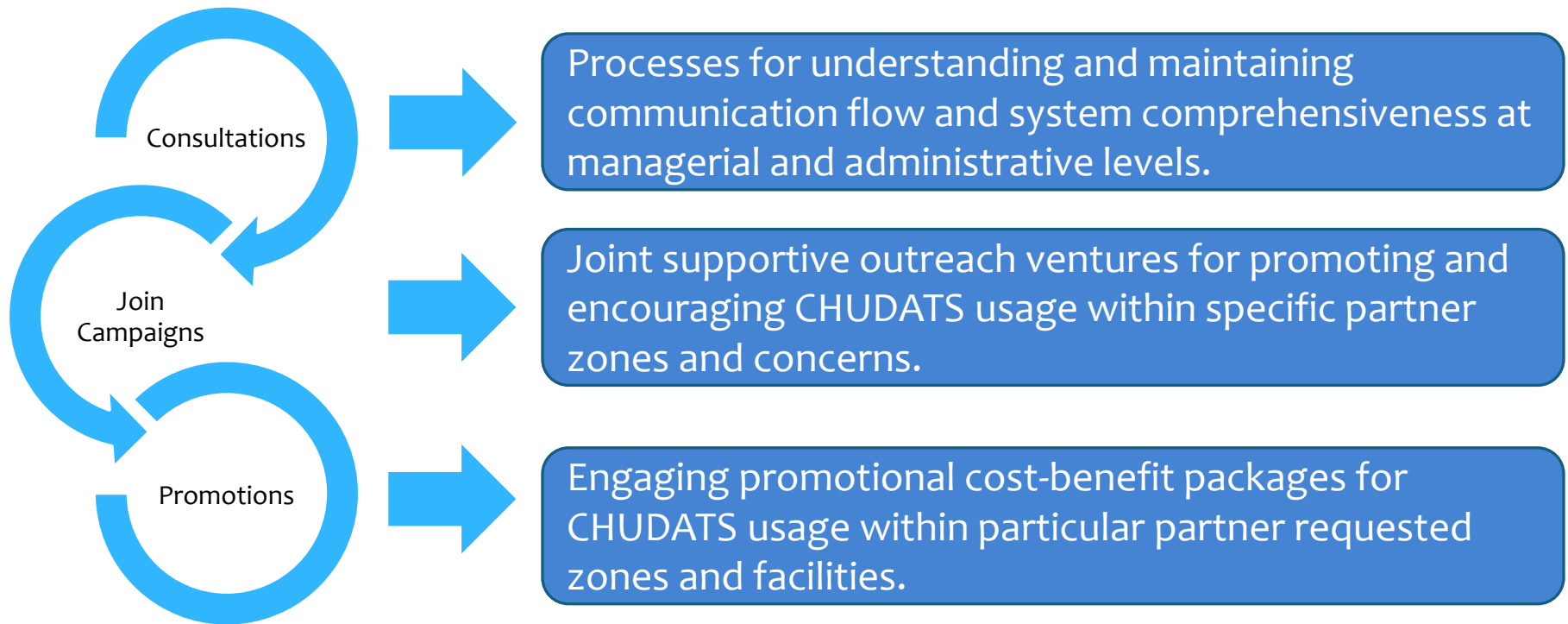
- Educate and empower user populations
- Sustain user support initiatives for system usage

Stakeholder and User Ownership

- Empower and record self-engagements of stakeholders
- Achieve user support groups and system developer support community

Targeting the Populations' Understanding of the System

With supportive partners and user health facilities:



Targeting the Populations' Understanding of the System

For patients and other populations' engagement with CHUDATS:

Knowledge Outreach

Audio-visual and print media awareness building and education initiatives.

Social media marketing and peer pressure influence for populous involvement in CHUDATS.

Usage Fostering

Patient identification and card obtaining events within vulnerable and hardly reachable localities.

Health follow-up awareness press campaigns for the assessment and societal inclusion of CHUDATS in the streamline consideration of all health processes.

How We Shall Engage in the Installation and Usage Periodicity

Readiness Prioritisation:

- Installation and system usage shall be on the first-come first-served usage basis.
- Council areas or municipalities with the prior readiness both in material and financial methods for the equipment of their health structures shall receive immediate attention.
- All health facilities shall be treated equally and according to the readiness for program implementation.

How We Shall Engage in the Installation and Usage Periodicity

Management and Follow-up Mechanism :

- With regional and local authorities, follow-up teams shall hold bi-annually when need arise, and annually as a general norm.
- With confessional and private user health management bodies, follow-up shall be held periodically upon request for addressing needful issues.
- Alternative meetings and working sessions shall be drawn-up as need arises to address peculiar or other needful issues between user health facilities and supportive partner structures.



Thank You

We Remain Committed to
Ascertaining Sustainable Progress of
this Initiative in the North West
Region