

# COMMUNICATION GUIDELINE

## CREATING VALUE-BASED HEALTH CARE (VHC)





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## 1. Introduction



### CREATING VALUE-BASED HEALTH CARE

VHC – Maastricht University

 +31 43 388 2907

 [vhc@maastrichtuniversity.nl](mailto:vhc@maastrichtuniversity.nl)



 <https://vhc.mumc.maastrichtuniversity.nl/>

## WAYS TO COMMUNICATE YOUR VHC RESEARCH

**In your team, determine if media attention is required and who will take the initiative to do so.** On social media, **Twitter and LinkedIn** are most widely used in the academic community and can be used to share any updates about your project. These can be final products but can also be more intermediary results or other things you want to share.

| Examples | Final products:   | Intermediary results:  |
|----------|---|--|
|          | <ul style="list-style-type: none"> <li>Published papers</li> <li>Reports</li> </ul> | <ul style="list-style-type: none"> <li>Important meetings</li> <li>Conference visits</li> <li>Teaching activities</li> <li>Presentations</li> <li>Data collection</li> </ul> |

## YOU can do so in two ways


  **SOCIAL MEDIA**

- a. You can use your own **personal account**. When tweeting or posting on LinkedIn, please always mention our research line using **@VHC\_CAPHRI** and the **@-channel of your group**. If you do, Janet and Suus will be notified and can help share the message through our own VHC channels. If you have a personal account, you can also join in the (inter)national discourse on social media using specific **hashtags** for your (sub)domain.
- b. If you don't have a personal LinkedIn or Twitter account, you can **ask Janet or Suus** to spread the word. Please use attached format for them to be able to post your news. Send your completed format to: [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl) or [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl)

 **NEWS PRESS**

Through the press. Be aware that press does not simply stumble upon your research project. If you want to get a message in the press, you will need to be **pro-active**. In case you think you have something that might be of interest to the press (either local press or national press), the university press officers can help you spread the word. You can do this as follows;

- a. Reach out to the **press officers** (see contact details below) by phone or e-mail and inform them about
  - i. Your message (i.e. what do you want to share)
  - ii. Your intention (i.e. why do you want to share it)
  - iii. Your target audience (i.e. for whom is the message relevant, think about local or national press for example)
- b. The press officers will inform you whether your message is indeed **newsworthy**, what the **best framing** is, and what the **best outlet** is, in case they feel that it is indeed good to reach out to the press, they will;
  - i. (ask you to) write a press release together following these guidelines  
<https://www.maastrichtuniversity.nl/news-events/press/academics-media/press-release>
  - ii. Depending on the outlet and positioning of the message, they might arrange an interview with a specific outlet prior to putting the press release out
  - iii. Inform **Janet or Suus**.
- c. Once the news is out, always remember to communicate it through **social media** as well (see Social Media) and inform your **stakeholders**.



UM Press officers

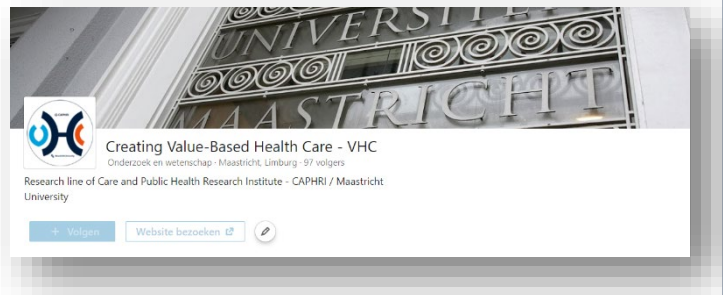
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In order to bring our good research work to the attention of a larger audience, our research line is active on social media via:

- **Twitter** @VHC\_CAPHRI\_UM:  
[https://twitter.com/VHC\\_CAPHRI\\_UM?ref\\_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtimeline%7Ctwtterm%5Eprofile%3AVHC\\_CAPHRI\\_UM&ref\\_url=https%3A%2F%2Fvhc.mumc.maastrichtuniversity.nl%2Fwelcome-value-based-health-care](https://twitter.com/VHC_CAPHRI_UM?ref_src=twsrc%5Etfw%7Ctwcamp%5Eembeddedtimeline%7Ctwtterm%5Eprofile%3AVHC_CAPHRI_UM&ref_url=https%3A%2F%2Fvhc.mumc.maastrichtuniversity.nl%2Fwelcome-value-based-health-care)
- **website** see <https://vhc.mumc.maastrichtuniversity.nl/>
- **LinkedIn** Creating Value-Based Health Care - VHC :  
<https://www.linkedin.com/company/vhc-um-caphri/>

Because social media exposure does not work without content, we need your help:



If you have a news item please fill out the form “VHC news item” and send to [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl) or [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl)

As news items, we think of:

- dissertations
- articles
- reports
- projects (new projects, recent results, consortia meetings etc.)
- courses or conferences that you organize or that you visit
- vacancies
- etc.

For spreading the news we would like to keep it KISS (keep it stupidly simple), for each subject we need:

- 5 to 10 lines about the subject which will be posted the website/LinkedIn and newsletter.
- A summary of the message with 280 characters to be tweeted.
- An illustration (e.g. a picture).

If you have any news to share please send this to Janet or Suus ([j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl) or [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl)), they can help you with further questions relating to social media. If you need some further instruction, this document gives you some tips.

## 2. VHC news item form



**CREATING  
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## VHC SOCIAL MEDIA NEWS FORM

Please use this form so that we have all the relevant information. Please add visuals separately.

Title of news item: ...your text...

About 5 to 10 lines about the content (for website, LinkedIn or newsletter):

...your text... @CAPHRI\_UM, @MaastrichtU



Tweet 280 characters:

.. your text... @CAPHRI\_UM, @MaastrichtU

- always use **# to refer to relevant subjects** suggestions: #Eurohealth, #healthcaresystem, #Healtheconomics, #healthfinancing, #healthpolicy, #healthsystems, #HTA, #integratedcare, #publichealth, #sustainablecare, #ValueBasedHealthcare
- always end with **@CAPHRI\_UM / @MaastrichtU** so that news will also be noticed by Caphri and UM
- if there are any organisations who have to pay notice (ZonMw, NWO) please state this clearly or add the **@ of that organisation**

Any link that has to be included, you can **shorten** this by using <https://bitly.com/>

Do not forget to include a **visual**. This can be a picture, logo, part of the journal, front cover, etc.

Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or  
Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)

## 3. Twitter for dummies

If you are new on twitter, no problem!

Here some basics:

**Tweet:** A tweet consists of 280 characters including everything. A popular tweet always includes Hashtags (#) and Add (@), and often a link to another website which you can shorten the link, with using <https://bitly.com/>

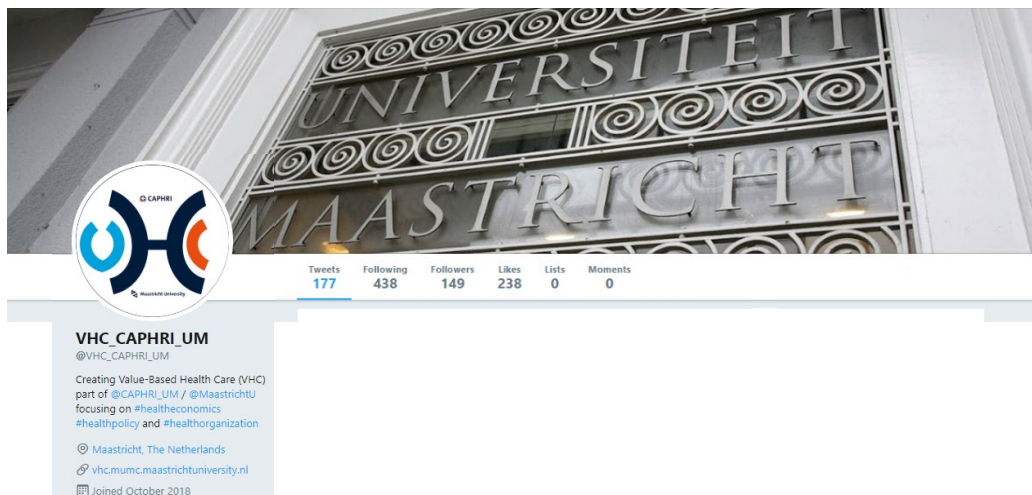
**Retweet:** See something you like? Maybe messages from [@VHC\\_CAPHRI\\_UM](https://twitter.com/VHC_CAPHRI_UM)? Retweet it to spread the word instantly. If you are not on twitter and you see some interesting report, notice us, we can also share this.

**Follow:** Never miss an update from the people that matter to you, so start to follow [@VHC\\_CAPHRI\\_UM](https://twitter.com/VHC_CAPHRI_UM).

**Hashtag (#):** Wondering what everyone's talking about? Click on a hashtag and find out. Hashtags connect Tweets that talk about the same thing in one place. Here are some # for VHC #Eurohealth, #healthcaresystem, #Healtheconomics, #healthfinancing, #healthpolicy, #healthsystems, #HTA, #integratedcare, #publichealth, #sustainablecare, #ValueBasedHealthcare

**Add (@):** if you put an @ in your refer other user to important news that we advise you to always end with @CAPHRI\_UM / @MaastrichtU so that news will also be noticed by Caphri and UM.

On YouTube, you will find many instructive videos.



#### 4. Example PhD

**Title of the news items:**

**About 5 to 10 lines about the content (for website, LinkedIn, newsletter):**

Loes Leenen will defend her PhD dissertation Friday, 7 September 2018 at 10:00 hrs at the Auditorium of the Maastricht University (Minderbroedersberg 4-6, Maastricht). The title of her dissertation is: 'Self-management in Epilepsy. The goal is: "Live with a Z(s)mile" '. Supervisors: Prof. dr. S.M.A.A. Evers, Prof. dr. C.M. van Heugten.

 [Dissertation Loes Leenen](#)

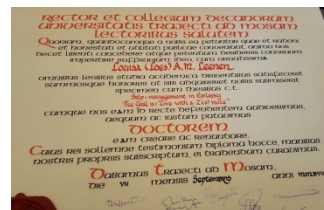
**Tweet 280 characters:**

Congratulations Dr Loes Leenen! Final step of ZMILE; Loes & @b\_wijnen studied #healthconomics of self-management in epilepsy funded by @ZonMw, collaboration of @MaastrichtU (@CAPHRI\_UM MHeNs SHE), @MaastrichtUMC ,@Kempenhaghe see <https://bit.ly/2MPCnM2>, <https://bit.ly/2oOyatv>

**Add your Twitter and/or LinkedIn account:**

**Any link that has to be included, you can shorten this by using <https://bitly.com/>**

**Do not forget to include a visual, this can be a picture, logo, part of the journal, front cover, etc. Please, mail the original as attachment.**



Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)

## 5. Example article

### **Evidence-informed vaccine decision making in Health Policy**

(could be abstract) Little is known about the role of (economic) information or evidence in the different stages of the decision-making process on vaccine introduction. By conducting a document analysis on the public decision-making process of introducing human Papilloma virus (HPV) vaccine into the national vaccination program (NVP) in the Netherlands, we aim to gain insight into which information plays a role during the introduction of a vaccination programme. A document analysis was performed on the public decision-making process regarding the introduction of HPV vaccine into the NVP in the Netherlands. Information used or asked for by various stakeholders during different stages of the policymaking process was identified. In total, 42 documents were found, analyzed and synthesized, for the period between August 2006 and September 2009. Documents were analyzed using directed content analysis based on eight broad categories of criteria used in decision-making frameworks for introducing a vaccine. Our analysis demonstrates that a wide variety of stakeholders is involved in the process. Financial or economic issues were stipulated in 64.3% of the documents and information on vaccine characteristics were discussed in 59.5%. Economic information from economic evaluations was discussed most (47.6%). Based on our analysis, it can be concluded that economic information, in particular information from economic evaluations, played an important role in the decision-making process regarding the introduction of HPV-vaccination.

By Inge van der Putten, Aggie Paulus, Mickael Hiligsmann, Raymond Hutubessy and Silvia Evers

For more information see Health Policy. 2018 Sep 7. pii: S0168-8510(18)30453-6. doi: 10.1016/j.healthpol.2018.09.001. <https://www.ncbi.nlm.nih.gov/pubmed/30219371>

#### **Tweet 280 characters:**

Upcoming article in Health Policy gains insight into which information plays a role in introduction of #HPV #vaccination programme in NL by conducting a document analysis #Healthconomics, #healthpolicy, #publichealth @CAPHER\_UM / @MaastrichtU, see <https://bit.ly/2zimgwG>

#### **Add your Twitter and/or LinkedIn account:**

**Any link** <https://www.ncbi.nlm.nih.gov/pubmed/30219371>



Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)



## 6. Example workshop conference

### Postgraduate course addresses Health Technology Assessment (HTA)

This postgraduate course addresses Health Technology Assessment (HTA). It provides an in-depth theoretical and practical foundation on HTA and focusses on trial-based economic evaluation (cost-effectiveness research), i.e. full economic evaluations in all its steps based on effectiveness studies.

Major themes are:

- Framing an economic evaluation study
- Costing in economic evaluation study
- Outcomes assessment and quality of life (QALY)
- Synthesising cost and effects
- Uncertainty and Reporting

Fast facts

- 2-day crash course: Thursday 27 and Friday 28 June 2019.
- all the key features of HTA
- economic evaluation
- language of instruction: English
- location: Maastricht (the Netherlands)
- Upon completion of the course you will receive a certificate
- course fee: € 1.000,00.

**Date**

Thursday 27 and Friday 28 June 2019.

**Application deadline**

You can apply until Sunday 14 April 2019.

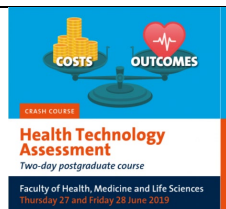
The course will only take place when we have a certain minimum number of participants

**Tweet 280 characters:**

From 11 – 14 July 2018, 12th European Conference on health Economics, Maastricht, the Netherlands 800 Health economics and HTA scientists will participate in 145 workshops and parallel sessions at #EUHEA2018 @maasuniversity @MaastrichtUMC @MaastrichtU @CAPHRI\_UM

**Add your Twitter and/or LinkedIn account:**

**Link: <https://vhc.mumc.maastrichtuniversity.nl/two-day-postgraduate-course-health-technology-assessment>**



Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)

## 7. Example project

**Title: Maastricht team for Pecunia Team now complete**

**Content:**

The recently started European research project PECUNIA (“Programme in Costing, resource use measurement and outcome valuation for Use in multi-sectoral National and International health economic evaluAtions”) aims to establish standardised costing and outcome assessment measures for optimised national healthcare provision in the European Union. Coordinated by Professor Judit Simon at the Medical University of Vienna, the three-year-project brings together ten partners from six countries with complementary methodological expertise. The European Commission’s Research Framework Programme Horizon 2020 has funded € 2.99 million for PECUNIA.

The Maastricht team – Prof. Silvia Evers, Prof. Carmen Dirksen, Dr. Aggie Paulus, Dr. Ruben Drost, Luca Janssen, Irina Pokhilenko, and Leonie Bremmers – is now complete and will develop internationally standardised methods and tools for intersectoral costs (e.g. the criminal justice sector and the educational sector). Additionally, Maastricht University will provide a uniform measurement method for each partner to use. Finally, together with Erasmus University Rotterdam, harmonised country-specific unit costs for all sectors will be provided.

For more information: <https://www.pecunia-project.eu/>

**Tweet 280 characters:**

Maastricht team #Horizon2020 @PECUNIA\_EU project is now complete; Silvia Evers, Carmen Dirksen, Aggie Paulus, Ruben Drost, Luca Janssen, Irina Pokhilenko, and Leonie Bremmers. Pecunia aims to develop new #standardised, #methods for #intersectoral #hta @CAPHRI\_UM / @MaastrichtU

**Add your Twitter and/or LinkedIn account:**

Any link <https://www.pecunia-project.eu/>

**Visual:**



Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)

## 8. Example nomination or prize

### Daan Westra and Ben Wijnen nominated for the CAPHRI Dissertation Award 2017

Two of our VHC colleagues have been chosen as the 5 selected nominees who have a chance to win the CAPHRI Dissertation Award 2017.

- Daan Westra for his dissertation '[Healthcare's Competition Conundrum Cooperative inter-organizational strategies in competitive healthcare markets](#)'
- Ben Wijnen for his dissertation '[Health technology assessment in epilepsy: moving towards patient-centered and efficient care](#)', who already has won the CaRe award.

Proud that two of our VHC colleagues @WestraDaan and @b\_wijnen have been chosen as the 5 selected nominees who have a chance to win the CAPHRI Dissertation Award 2017 see <https://bit.ly/2RqDHCF>, and <https://bit.ly/2Og3fAt> @MaastrichtU, @CAPHRI\_UM

#### Add your Twitter and/or LinkedIn account:

#### Any link:

<https://bit.ly/2RqDHCF>, and <https://bit.ly/2Og3fAt>

#### Visuals



Send this information to Suus Koene [s.koene@maastrichtuniversity.nl](mailto:s.koene@maastrichtuniversity.nl) or Janet Verheijen [j.verheijen@maastrichtuniversity.nl](mailto:j.verheijen@maastrichtuniversity.nl)

## 9. Example vacancy

|   |
|---|
| <p><b>Title of the news items:</b></p> <p>Vacancy are distributed through our website<br/> <a href="https://www.academictransfer.com/nl/">https://www.academictransfer.com/nl/</a><br/>                 we will not put them on our website, however we will distribute them through twitter or LinkedIn.</p>   |
| <p><b>Tweet 280 characters:</b></p> <p>Great opportunity 3-year fully-funded PhD Studentship <a href="#">#healthconomics</a> at both <a href="#">@MaastrichtU</a>, <a href="#">@CAPHRI_UM</a> &amp; <a href="#">@unibirmingham</a>, <a href="#">@HEU_UoB</a>, <a href="#">@LJJackson_1</a>; subject intersectoral costs and benefits of sexual health for more information see <a href="https://bit.ly/2q6lcli">https://bit.ly/2q6lcli</a> ; <a href="#">@Pecunia_EU</a> Please Retweet</p> |
| <p><a href="https://www.findaphd.com/search/ProjectDetails.aspx?PJID=101267">https://www.findaphd.com/search/ProjectDetails.aspx?PJID=101267</a></p>  |
| <p><b>Add your Twitter and/or LinkedIn account:</b></p>   |
| <p><b>Do not forget to include a visual, this can be a picture, logo, part of the journal, front cover, etc.</b></p>  |
| <p>Send this information to Suus Koene <a href="mailto:s.koene@maastrichtuniversity.nl">s.koene@maastrichtuniversity.nl</a> or Janet Verheijen <a href="mailto:j.verheijen@maastrichtuniversity.nl">j.verheijen@maastrichtuniversity.nl</a></p>   |