

Communications Messaging Tools
Providers and Their Staff
Draft September 26, 2019

Overall Attribute (What providers and their staff offer)

As a provider, I have a health professional team and a support system to advocate for all women's health and well-being, before, during and after pregnancy

Core Attributes (Reasons to believe)

- I want you to be healthy and have a healthy pregnancy
- Resources are available to support the woman's health and well-being, in the form of staff, community resources and social service support

Overall Benefit (What providers and their staff gain as a result)

As a provider, I provide an enhanced customer experience for higher patient satisfaction.

Core Benefits (Reasons to believe)

- I provide equitable care to all women
- I care about the health and outcomes of all women