



## Third-Party Press Release, Case Study and Endorsement Guidelines & Process

Any press release or case study that includes a mention of Nuffield Health, our operations, products and/or services, details about a partnership or development agreement with us, and/or a quote from an Nuffield Health spokesperson must comply with the following guidelines and approval processes.

For purposes of this document, the term “Nuffield Health communications contact” applies to any individual who works in the communications team at Nuffield Health. The term “third party” refers to an entity other than Nuffield Health.

### Our principles

Nuffield Health will generally only review third-party press releases or case studies that relate to work done that references a successful implementation of or the creation of a new working relationship with Nuffield Health. Information must be factual in nature: we do not provide ‘endorsements’ or opinions that comment on the quality of work.

Nuffield Health does not usually supply quotes to third party press releases or to case studies. In some instances, and dependent on the strategic breadth and depth of Nuffield Health’s relationship with a third-party, Nuffield Health may make case-by-case exceptions in this area. This decision will be at the discretion of the communications team and other relevant Nuffield Health individuals.

### Approval process

Nuffield Health’s communications team receives many requests for third party releases, case studies and quote approvals. In order to enhance our ability to review requests, we ask all third parties to follow the process outlined below.

When submitting a draft press release or case study for review and consideration, please include answers to the following questions at the top of your submission:

- What is the objective of this press release/case study?
- What is the target market/audience for this release/case study?
- Who is the third-party PR contact for this release/case study?
- What is the targeted release date for this release/case study?
- What are the distribution plans for this press release/case study?

Please ensure that the press release or case study **DOES NOT**:

- Assume that Nuffield Health is making a “joint” announcement with the third-party. Third-parties should position themselves as the entity that is announcing the news
- Imply that Nuffield Health is endorsing a third-party’s product over a competitor’s product
- Make any excessive claims that cannot be supported by market data or by Nuffield Health
- Use the term “partnership” in describing efforts of the third-party to associate with Nuffield Health (unless explicitly sanctioned by Nuffield Health communications team)
- The press release/statement/case study is already published or issued in anyway or format

This can be distributed externally.



### **Timings and approvals**

We attempt to review submissions in a timely manner. We request that third-parties provide Nuffield Health a minimum of 10 business days for Nuffield Health to review comment, and approve press releases, once a Nuffield Health communications contact has confirmed initial receipt.

Nuffield Health communications team will handle all Nuffield Health approvals, including review by product management, business development, executive and legal. All changes returned to third parties will be marked in “tracked changes” in MS Word. Should the third party change any content after Nuffield Health approves the release, third parties must send a copy of the final press release to Nuffield Health before it is distributed.

### **Distribution**

A Nuffield Health communications contact must approve the third party’s distribution plans and timing. Press releases/case studies can only be issued once both parties have agreed on the proper distribution method and timing.

Prior to distribution, third parties must articulate their plans to issue the press release over Business Wire, PR Newswire, MarketWire – or distribution that does not include a wire service (eg press-only e-mail blasts, third-party website posting, etc).

All third parties must notify the appropriate Nuffield Health PR contact when the release has been distributed – over the wire or otherwise.

Please note

Nuffield Health will not post third-party releases on Nuffield Health’s website; Nuffield Health marketing/PR will not promote the press release on behalf of the third party.

If the third-party announcement is made public (via website, a newswire service or “leaked”) before a Nuffield Health communications contact approves the release, we may decline to comment on the accuracy of the content or seek to have the content removed by the third party or other outlets.

### **Nuffield Health Communications contact**

Submissions for review should be sent to: [Pressoffice@nuffieldhealth.com](mailto:Pressoffice@nuffieldhealth.com)

You can also reach the team on 07775 501647.

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