



CaringBridge Messaging and Implementation Guide for Hospitals

Table of Contents

CaringBridge Overview	3
How to Partner With CaringBridge	4
Patient Messaging and Materials	6
Staff Messaging and Materials	8
Veterans and Family Caregivers Messaging and Materials	9
CaringBridge Creative Assets	10
Co-brand and Customization	12

CaringBridge is the Trusted Platform for Health Journey Communications

CaringBridge is a support strategy embraced by healthcare and shared to patients and family caregivers for social connections. The resource is offered to organizations, hospitals, and health systems with no financial or contractual obligations.

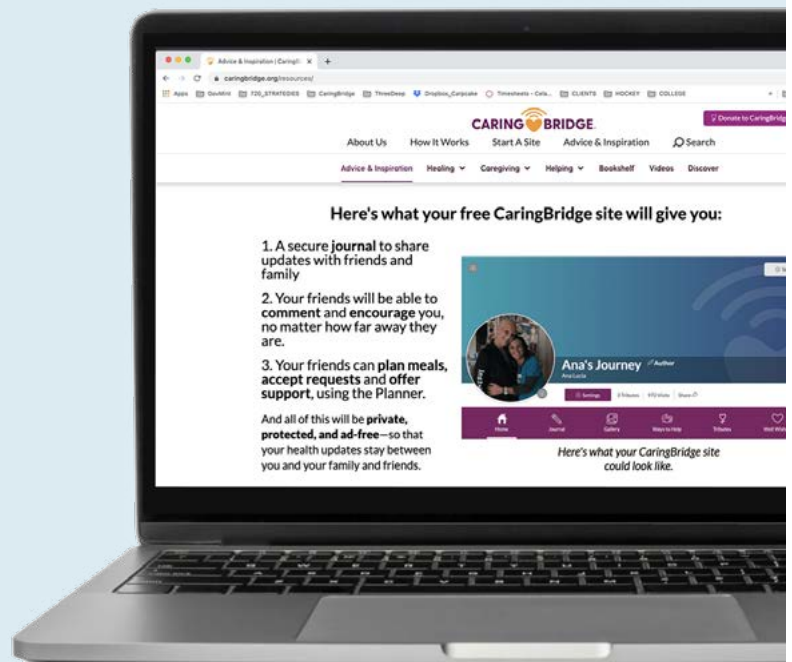
Since 1997 CaringBridge has made it simple and safe for patients to offer or ask for support when it's needed most. CaringBridge gives patients and family caregivers a safe place to share news about their health journeys, receive support and digitally coordinate care with loved ones.

Referring a patient or family caregiver to start a CaringBridge site at diagnosis, hospitalization or rehabilitation establishes a communication process and allows families to mobilize support to improve health outcomes.

This Guide presents ways to share CaringBridge with patients and family caregivers.

Why Hospitals Share CaringBridge:

- Improve patient experience through elevation of social support strategies
- Collective impact to improve health outcomes
- Recognition, outreach and engagement of family caregivers and care partners within care
- Trusted Nonprofit with Consistent First in Class Platform and High NPS Scores



Make sure a patient's care plan includes a powerful support tool like CaringBridge to connect communities to promote healing

How to Partner With CaringBridge

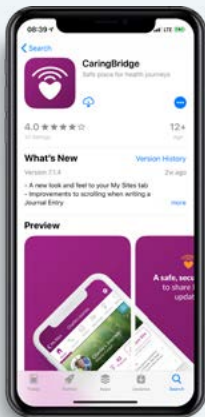
There is no one way or workflow to share CaringBridge. Health systems can elect to onboard and share across all hospital floors, clinics and practices or incrementally introduce through specialists and specialties. CaringBridge is shared in ways that work for each unique setting and organization and can be built up over time.



Here are ways that CaringBridge is shared today:

At Patient Bedside:

- CaringBridge app downloaded on patient bedside devices
- Inclusion of CaringBridge content and link in MyChart
- Profile within Patient Engagement Software and handouts
- Communications with professional staff to both patient and family caregivers
- CaringBridge dedicated/scheduled "Screensaver"/TV Monitor in patient rooms

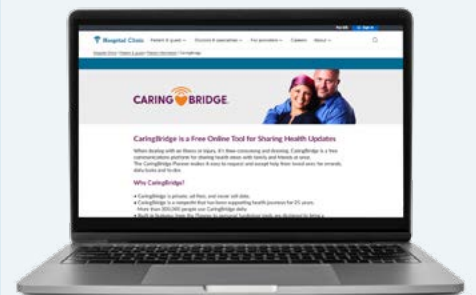


Hospital Touch Points

- Intake – print or verbal recommendations to start a CaringBridge site to establish communication process with loved ones
- CaringBridge Brochures routinely ordered and hosted in lounges, waiting rooms, Family Resource Centers, select departments; brochures included in new patient packets
Brochures are available free of charge on CaringBridge.org
- TV Monitor displays with CaringBridge profile in lounge/waiting areas
- Professional Interactions with Patients & Family Caregivers by Nursing, Child Life, Social Work, Patient Advocates, Chaplains
- CaringBridge fliers and/or Guides in every department staff break room
- Engage PFAC/FAC in CaringBridge elevation for additional hospital touchpoint ideation

Digital Communications

- Hospital website content inclusion around Visitor Policies, Patient/What to Expect, Family Caregiver Resources, Helpful articles, Condition-specific guides and resources
- Dedicated website page to present CaringBridge as co-branded resource
- CaringBridge information hosted on organization's intranet
- CaringBridge description and unique links hosted within patient engagement, portals, after-visit summaries, hospital at home, and any other patient and/or family caregiver software touch points, etc.
- Patient Portal



Engage **Patient Experience and Marketing teams** to support communications and distribution plan within care settings



Conditions That Drive CaringBridge Referrals

- Cancer
- Surgery/Transplant/Amputations
- Cardiovascular/Stroke
- Injury
- Neurological
- Infant/Childbirth
- Congenital/Immune

Top CaringBridge Referring Personnel

- Nurse
- Child Life Specialist
- Social Worker/Case Manager
- Patient Navigator
- Chaplain
- Family Resource Specialist
- Volunteer



Quick Start Tip

Order CaringBridge brochures for care teams and departments here. Brochures ship free of charge.

<https://www.caringbridge.org/media-center/media-order-form/>

Patient Messaging and Materials

Sharing CaringBridge with patients and family caregivers within care plan discussions and resources demonstrates the value and impact of social support on health and health outcomes for both patient and family caregiver. Below are messaging options to use to describe CaringBridge to those cared for in whatever sharing strategies leveraged.

Short Description

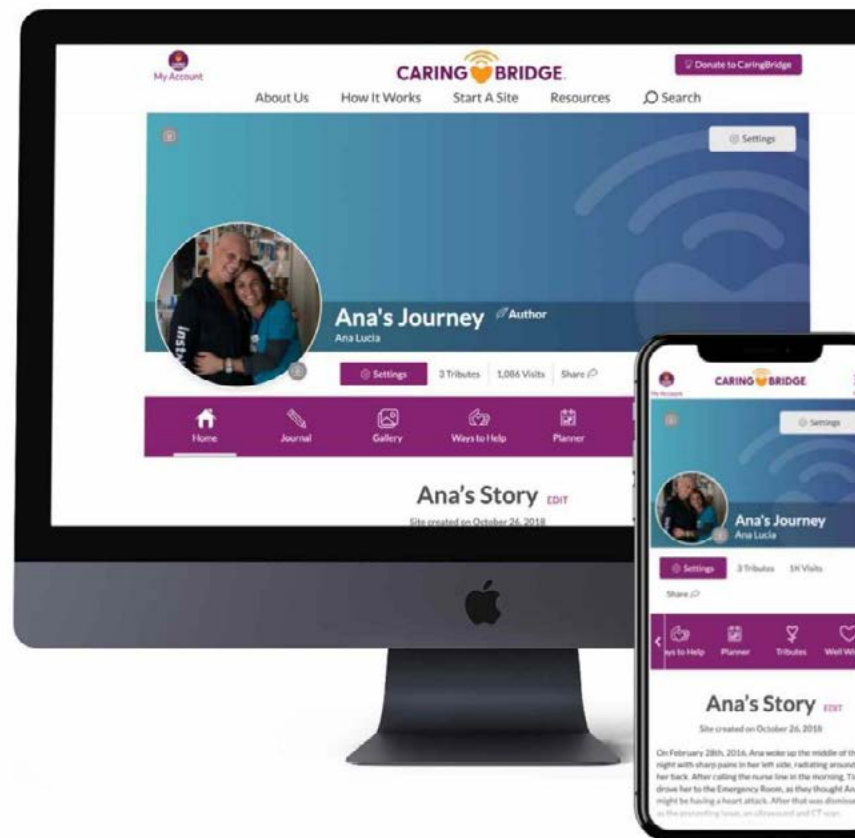
The following is a short, approved message to define and share CaringBridge to patients and family caregivers. This description is often used within guides, resource listings and digital platforms.

- CaringBridge is a free online tool for sharing health updates. It is an easy and ad-free way to communicate health news to family and friends — all in one place. **(insert LINK)**

Links

The following CaringBridge links are recommended to direct people to “Learn More” and should be added to any messaging or digital asset.

- **Broadly/Non-Condition or Patient-Specific:**
<https://join.caringbridge.org/>
- **Pediatric Families:**
<https://pediatric.caringbridge.org/>
- **Cancer-Specific Families:**
<https://support.caringbridge.org/>



Longer Descriptions

Then following option is for a more detailed description and sharing of CaringBridge through copy or dedicated landing page.

Paragraph Messaging

Confronting an illness or injury is one of the most demanding and isolating things you can do. Family and friends are an amazing source of support, but constantly sharing updates with each and every one of them is impractical. CaringBridge replaces countless texts and emails with a free, easy-to-use communications platform.

- Journal to Share Updates
- Easy-to-use Planner
- Ad-Free, Secure and Safe

Learn more at CaringBridge ([insert LINK](#))

Sample Website Landing Page

Hospital Clinic Patient & guest ▾ Doctors & specialties ▾ For providers ▾ Careers About ▾

Hospital Clinic / Patient & guest / Patient information / CaringBridge

CARING BRIDGE

CaringBridge is a Free Online Tool for Sharing Health Updates

Confronting an illness or injury is one of the most demanding and isolating things you can do. Family and friends are an amazing source of support, but constantly sharing updates with each and every one of them is impractical. CaringBridge replaces countless texts and emails with a free, easy-to-use communications platform.

Why CaringBridge?

- Journal to Share Updates
- Easy-to-use Planner
- Ad-Free, Secure and Safe

Learn more at CaringBridge ([insert LINK](#))

[Start a Site](#)

Staff Messaging and Materials

The following is an example of how to introduce and communicate CaringBridge to hospital personnel. The methods to do so will vary; however, the following description is a succinct way of sharing the pertinent details about CaringBridge to teams for simple patient referrals.

Our hospital is proud to offer CaringBridge to patients and family caregivers. CaringBridge is a free online tool for patients and family members to share health updates with loved ones. The communications platform is available to any patient or family caregiver facing any health condition: big or small, acute or long term, for any stage of the health journey and for as long as needed. There is no cost to refer CaringBridge and no fee for a family to use. CaringBridge is an ad-free platform with user-controlled privacy settings and no selling of data. CaringBridge is a 501(c)(3) with services used worldwide.

Professional CaringBridge Resources

- To learn more about CaringBridge, visit our Partnerships page at: <https://www.caringbridge.org/about-us/get-involved/partnerships/>
- To order brochures and other materials to offer patients and family caregivers, visit: <https://www.caringbridge.org/media-center/media-order-form/>
- A variety of Guides and Toolkits are available for download on our [Partnerships Page](#)
 - [Healthcare Referral eBook](#)
 - [Referral Training Guide](#)
- Larger Departmental or Virtual Trainings Available by request to Partnerships@CaringBridge.org



Veterans and Family Caregivers Messaging and Materials

CaringBridge has partnered with the U.S. Department of Veterans Affairs (VA) to aid in Veterans' connection and communication with their support communities with a signed Memorandum of Agreement since 2019. With this partnership, CaringBridge has tailored a destination page and brochure that directly focuses on the needs of Veterans and their family caregivers.

- Website can be found here: www.CaringBridge.org/military
- A complete guide for professionals serving Veterans and their families can be found at [CaringBridge-Referral-Training-Guide.VA_.pdf](#)

Since 1997, CaringBridge has been used by families, including military and Veteran, to share combat injuries, rehabilitation, cancer and other health updates with family and friends to enhance connection and mobilize social, emotional and instrumental support.

CaringBridge helps people going through health-related challenges stay connected with loved ones by providing a free online tool for sharing updates. It is an easy and ad-free way to communicate news to family and friends—all in one place. CaringBridge does not sell personal data and allows the family to have complete control over privacy settings.

CaringBridge is a free resource offered without contract or financial obligation to all organizations that provide support to families on a health journey. Referrals from organizations move CaringBridge closer to our vision: a world where no one goes through a health journey alone.

In partnership with VA, CaringBridge is offered to all VA Medical Centers, VSOs and VA Community Partners, including public hospitals.

If your organization is interested in sharing CaringBridge, contact Partnerships@CaringBridge.org



Support for Military Families on Health Journeys

Create a secure, private website to keep family, friends and those with whom you served, or are serving, updated during your health journey.

Visit CaringBridge.org/military-service/

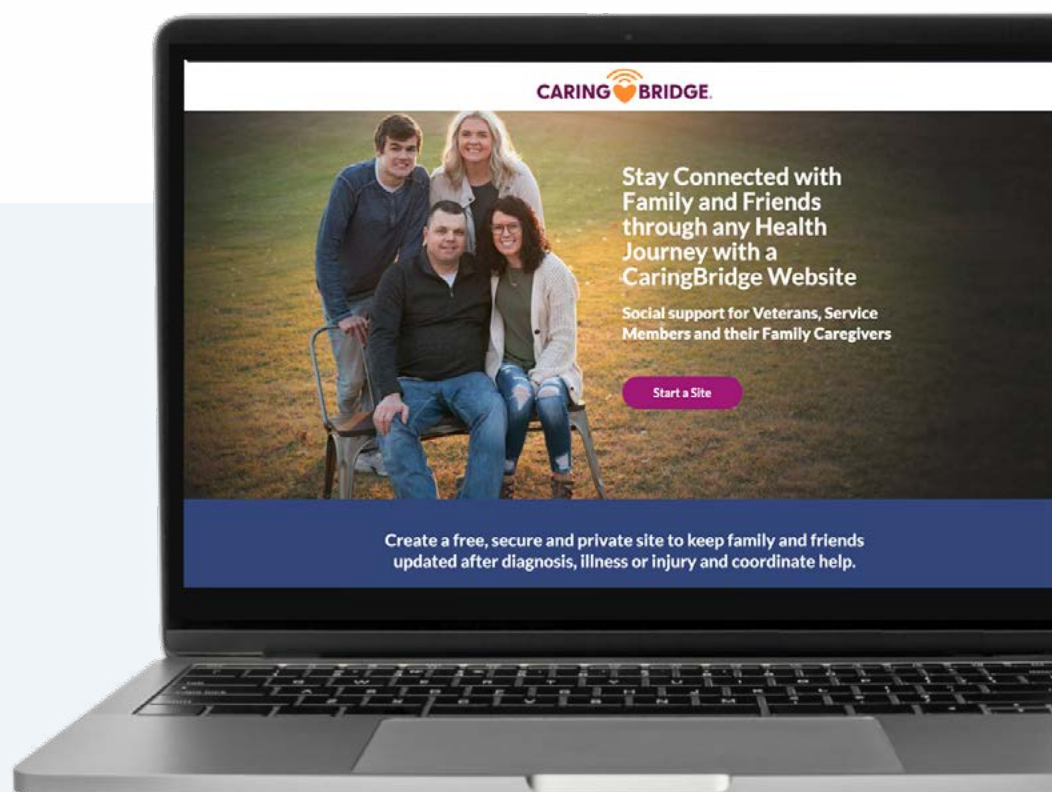
"Encouragement from my doctors, and my wife and family members and friends...stuff like that means a lot. That really helps with healing and getting better."

Gulf War veteran, Thomas "Tom" Riley set up a CaringBridge site during treatment for a rare condition that cost him his right eye.

HOW CARINGBRIDGE HELPS

- Provide health updates once vs. constant emails, texts and calls.
- Receive messages of support from family and friends across the globe.
- Control your site's privacy settings and who has access.

CARINGBRIDGE



CARINGBRIDGE

Stay Connected with Family and Friends through any Health Journey with a CaringBridge Website

Social support for Veterans, Service Members and their Family Caregivers

[Start a Site](#)

Create a free, secure and private site to keep family and friends updated after diagnosis, illness or injury and coordinate help.

CaringBridge Creative Assets

Logos

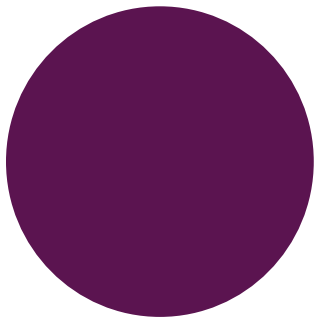
CaringBridge logos are available by going to the Partnerships page www.CaringBridge.org/partnerships and scrolling to the Professional Brand Assets. A zip file of logos is available for easy download and use.



Brand Colors

The following are CaringBridge brand colors to guide creation of unique materials showcasing CaringBridge. CaringBridge requests a courtesy review of said materials. PDFs can be sent to Partnerships@CaringBridge.org

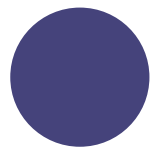
Primary Color



DARK BERRY

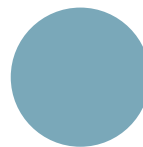
PMS 255CP | CMYK 53-96-10-24
RGB 110-23-91 | HEX# 6E175B

Secondary Colors



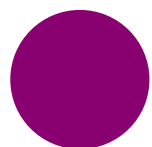
BLUE

PMS 2495C | CMYK 89-77-19-5
RGB 57-76-136 | HEX# 394E88



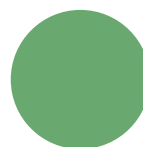
TURQUOISE

PMS 7709C | CMYK 67-15-24-0
RGB 77-170-186 | HEX# 4CAABA



LIGHT BERRY

PMS 2415C | CMYK 33-100-0-8
RGB 162-25-132 | HEX# A21984



GREEN

PMS 339C | CMYK 73-8-73-0
RGB 0-135-17 | HEX# 008746

Product Images

CaringBridge can provide images and digital assets to partners.
Contact Partnerships@CaringBridge.org with your special request



Social Media

CaringBridge has a very active social media presence and encourages partners to engage and share CaringBridge content.



<https://www.facebook.com/CaringBridge/>



<https://twitter.com/caringbridge>



<https://www.instagram.com/caringbridgeofficial/>



<https://www.linkedin.com/company/caringbridge/>

Advice & Inspiration: CaringBridge articles and videos available for sharing
<https://www.caringbridge.org/resources>

A vertical promotional graphic for CaringBridge. At the top is the CaringBridge logo. Below it is a photograph of a family (a man, a woman, and a child) sitting around a wooden table, engaged in conversation. The bottom half of the graphic has a dark purple background with white text. The main headline reads 'How CaringBridge Helps'. Below this is a sub-headline: 'The power of prayer and love of family and friends shine through.' At the bottom, there is an orange button that says 'Start a Free Website Today' and a line of text: 'Free personal site to share health updates and rally support'.

Co-brand and Customization

Some hospitals elect to showcase CaringBridge as a resource offered in conjunction with the hospital through a co-branded appearance. CaringBridge is pleased to incorporate a hospital partner into patient-facing print and digital materials and will work with your teams to provide necessary files and approvals. We do ask that the hospital partner create and host the digital assets on their site and platforms, including printing and fulfillment costs if brochures are created. CaringBridge simply cannot afford the costs and complexities of unique printing and fulfillment needs of each hospital.

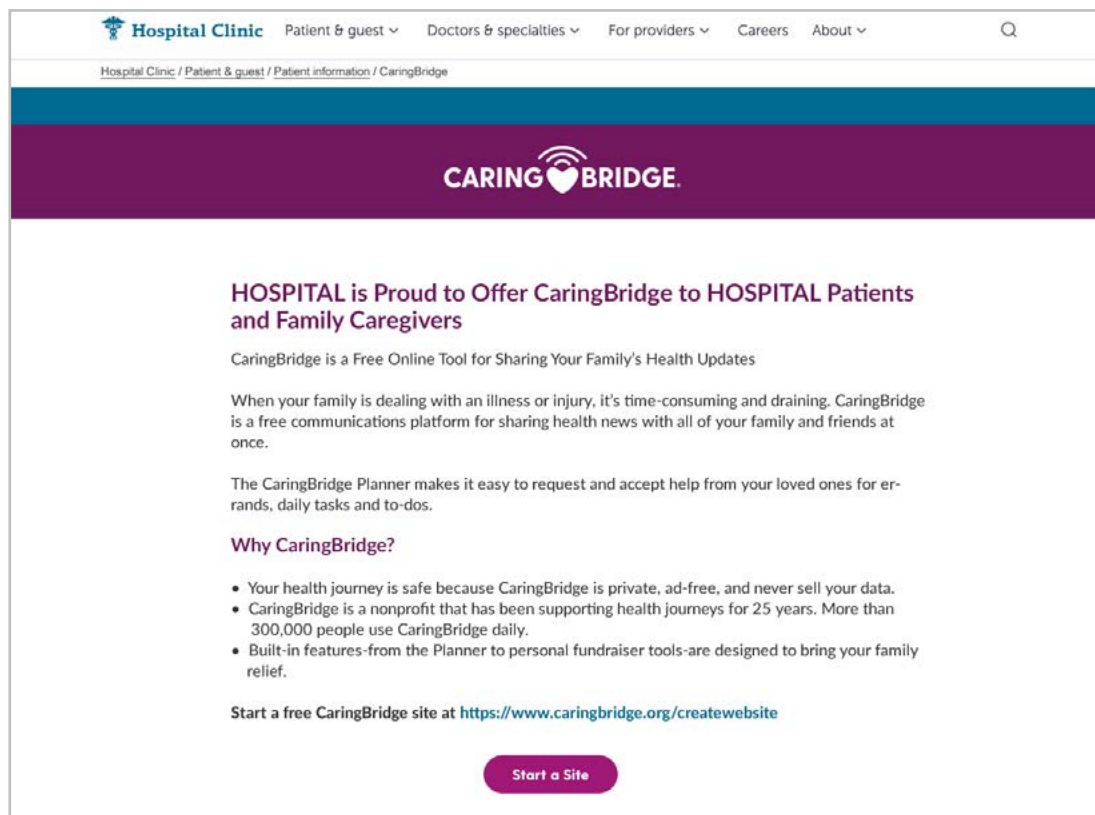
Brochure

CaringBridge provides a brochure design file with placeholder for additional branding by referring organization. The organization agrees to use the design and assets as presented unless a new design is routed for approval to CaringBridge prior to printing or distribution. CaringBridge provides these rights to a limited number of organizations who wish to broadly publicize and share the resource to a large population.

Proofs should be provided to skerber@caringbridge.org

Landing Page

Some hospitals, health systems and organizations wish to present CaringBridge online as a unique, co-branded free resource to patients. They do this by creating a dedicated page within their external website including a detailed overview of CaringBridge. The patient or family caregiver is encouraged to Start a Site and is dropped into the CaringBridge Start a Site workflow.



Sample Copy

HOSPITAL is Proud to Offer CaringBridge to HOSPITAL Patients and Family Caregivers

CaringBridge is a Free Online Tool for Sharing Your Family's Health Updates

When your family is dealing with an illness or injury, it's time-consuming and draining. CaringBridge is a free communications platform for sharing health news with all of your family and friends at once.

The CaringBridge Planner makes it easy to request and accept help from your loved ones for errands, daily tasks and to-dos.

Why CaringBridge?

- Your health journey is safe because CaringBridge is private, ad-free, and never sell your data.
- CaringBridge is a nonprofit that has been supporting health journeys for 25 years. More than 300,000 people use CaringBridge daily.
- Built-in features-from the Planner to personal fundraiser tools-are designed to bring your family relief.

How it Works:

- Register your email address to start a free site
- Personalize your site with a name and identify who the site is for (yourself or a loved one)
- Choose your privacy settings
- Start posting updates, add photos, update the Planner and more
- Invite your loved ones to follow your site by sharing your site's URL through email, text or social media (once they do, they will receive notifications about new posts, photos or videos shared by you)

Start a free CaringBridge site here. <https://www.caringbridge.org/createwebsite>

Additional Marketing and Communications

We are happy to work with you or the Marketing and Communications team to create fliers, press releases, family stories, etc. to better profile the collaboration between the hospital and our global nonprofit.

Reach out to Partnerships@CaringBridge.org