

# **The Nyack Hospital Marketing Committee Charter**

While the primary responsibility for Marketing policy, priorities, organization, planning, and compliance with laws, regulations and ethics rests with the senior management of Nyack Hospital (“Hospital”), the Board of Trustees has oversight responsibilities in these areas. The Marketing Committee (the “Committee”) is a Corporate Committee, established to assist the Board of Trustees in meeting its statutory and fiduciary oversight responsibilities.

The Charter of the Committee, which is approved by the Board of Trustees, constitutes a statement of the Committee’s authority, structure and responsibilities. It provides guidelines for the Committee’s interactions with the Board, its Committees, the President & CEO, and senior management.

## **Purpose**

The Committee shall be a Corporate Committee and shall discharge the Board of Trustees’ responsibilities relating to public relations and marketing. All Hospital operations and staff are required to cooperate with the Marketing Committee in this effort.

## **Committee Membership**

The Committee shall consist of no less than five (5) members, all appointed by the Board, including three (3) or more independent Trustees. A representative of the Nyack Hospital Foundation Board, the Director of Public Affairs, the Vice President of Development, and one or more members of the medical staff shall be members. The Committee may be supplemented with non-Trustee members who possess appropriate technical knowledge. No less than half the membership shall be independent members as regards the Hospital.

## **Meetings**

The Committee shall meet not less than three (3) times a year as called by the Chair, and shall keep a full record of its proceedings with copies thereof distributed to all members and the Board of Trustees. A majority of the members of the Committee shall constitute a quorum. Any member, who shall be absent from three (3) consecutive meetings, without being excused, shall be deemed to have tendered his or her resignation.

## **Loyalty, Confidentiality and Conflict of Interest**

Members owe a duty of loyalty to the Hospital. This duty of loyalty mandates that the best interests of the Hospital take precedence over any interests possessed by a member. The proceedings and deliberations of the committee are confidential. Each member shall maintain the confidentiality of the information received in connection with his or her service as a member. Members are to adhere to the Hospital’s conflict of interest policy.

## **Key Responsibilities**

1. Works collaboratively with the Hospital's planning and business development functions to support strategic and business planning efforts. Develops annual marketing plans and strategy for business retention and new business development.
2. Assesses marketing needs and aligns human and financial resources to increase market share across key product lines. Offers advice and counsel to management and the Board with respect to the staffing and organization of the marketing function.
3. Develops plans and related strategy to enhance the image of the Hospital in the community and to promote awareness of the vast array of services offered at the Hospital.
4. Identifies and conducts market research to support the marketing function and product line marketing to: 1) assess the value of marketing programs and to demonstrate ROI where appropriate, 2) identify new market and product opportunities, 3) defend and expand market presence.
5. Reviews promotional materials for the Hospital to ensure consistency of message and image.
6. Maximizes product line exposure through Internet expansion and other marketing initiatives to achieve brand consistency across all markets.
7. Provides leadership in integrating a marketing perspective organization-wide and at the senior management level.
8. Solicits recommendations from Board members, physician leaders and senior management in order to develop marketing plans that best meet the needs of the organization. Specifically, the Committee will meet with management to review the Hospital's marketing strategy, the annual marketing plan, the level and allocation of resources being devoted to marketing, and market research conducted by the Hospital from time to time.
9. Integrates efforts with other key functions/departments such as development, planning and human resources to accomplish uniform branding and focus around marketing objectives.
10. Conducts an annual appraisal of the marketing plan to assess impact and to identify new methods to market Hospital services.

11. Utilizes support available through the Hospital Association of New York State (HANYS) as well as regional and local sources to learn more about best practices in Hospital marketing across the state.
12. Maintains minutes of meetings and periodically report to the Board regarding the status and disposition of the above matters.
13. Evaluates the Committee's performance on an annual basis and develops criteria for such evaluation. Annually reviews and reassesses the adequacy of this charter and recommends any proposed changes to the Board for approval.
14. Carries out such other duties that may be delegated to it by the Board or Executive Committee from time to time.

Approved by Chair, Marketing Committee:

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Date:

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Approved by Chair, Board of Trustees:

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Date:

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