

POLICY

No Endorsement Policy

This Policy is Applicable to the following Corewell Health sites:

Continuing Care, Corewell Health Beaumont Grosse Pointe Hospital, Corewell Health Beaumont Troy Hospital, Corewell Health Big Rapids Hospital, Corewell Health Dearborn Hospital, Corewell Health Farmington Hills Hospital, Corewell Health Gerber Hospital, Corewell Health Grand Rapids Hospitals (Blodgett Hospital, Butterworth Hospital, Helen DeVos Children's Hospital), Corewell Health Greenville Hospital, Corewell Health Ludington Hospital, Corewell Health Medical Group East, Corewell Health Medical Group West, Corewell Health Niles Hospital, Corewell Health Pennock Hospital, Corewell Health Reed City Hospital, Corewell Health Specialty Pharmacy, Corewell Health St. Joseph Hospital, Corewell Health Taylor Hospital, Corewell Health Trenton Hospital, Corewell Health Watervliet Hospital, Corewell Health Wayne Hospital, Corewell Health William Beaumont University Hospital (Royal Oak), Corewell Health Zeeland Hospital, Corporate, Hospital Outpatient Departments West

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| Applicability Limited to: | N/A |
| Reference #: | 29205 |
| Version#: | 2 |
| Effective Date: | 10/09/2024 |
| Functional Area: | Marketing & Communications |
| Department Area: | Marketing & Communications |

1. Purpose

The purpose of this policy is to clarify Corewell Health's position around promoting, publicizing and/or endorsing the products, services and relationships the organization has with its vendors, suppliers and/or partners. Due to our size, scale and potential influence, vendors and other third-party organizations often seek the endorsement of Corewell Health. Corewell Health does not provide implicit or explicit endorsements to outside parties unless an exception approval has been granted.

2. Compliance

Team members who do not comply with this policy may be subject to corrective action, up to and including separation from employment or termination of a working or other contractual relationship with Corewell Health.

3. Policy

Corewell Health team members may not approve, provide or participate in any endorsement, testimonial, promotion or similar activity that explicitly or implicitly indicates the system's recommendation for a vendor or their products and services unless an exception is granted.

- An endorsement could include anything from a display of our system name and logo on a vendor's website or press release to a video testimonial featuring a Corewell Health team member or any of our facilities.
- An endorsement could also involve a Corewell Health team member presenting (with or without a vendor representative) at a conference to explicitly or implicitly promote a vendor's products or services.

Official activities involving Corewell Health may not directly or indirectly benefit a candidate for public office. Corewell Health may not endorse a politician or political issue in partnership with a vendor or community organization.

4. Procedure

Exception Approval Process

When a vendor requests Corewell Health's endorsement, the team member who receives it should verbally indicate that our system allows endorsements by exception only.

Exceptions are rare but may be allowed if it satisfies a business need. Examples could include:

- Corewell Health has done something novel or co-developed a novel solution with a vendor / partner;
- Corewell Health has committed to a multi-year sole supplier relationship with the vendor and agreed to an endorsement at the outset of the relationship;
- And/or agreeing to a vendor endorsement provides significant benefit to Corewell Health.

If a business need exists to request an exception, the team member should have their director complete the [No Endorsement Policy – Exception Request Form](#).

The exception request requires routing through several departments for input. A final decision will be made by the VP, Communications and the VP or SVP of the requestor's department.

5. Revisions

Corewell Health reserves the right to alter, amend, modify or eliminate this document at any time without prior written notice.

6. Policies Superseded and Replaced: This policy supersedes and replaces the following policies as of the effective date of this policy: Legacy Beaumont Policy 11973330 – No Endorsement Policy

7. Policy Development and Approval

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8. Keywords:

endorsement, PR, publicity, press release, news release, testimonial