



Transforming Lives. Building Community Well-Being.

Valued Providers Seal Program Tool Kit

Congratulations on receiving the Valued Provider Seal(s) from Trillium Health Resources! Your seal(s) are not only a reflection of tireless work in service of the health and well-being of our members, but going above and beyond your regular obligation to provide the best care possible.

We invite you to share this recognition in your office, on your website, in print and digital materials, through social media, and any newsletters or emails. To make sharing the news of this recognition as easy as possible, Trillium has developed this toolkit with an assortment of suggested copy for your use. Feel free to utilize these as needed to meet your unique voice, services, and members. The sticker(s) can be posted at your entrance or waiting area as well. Trillium will require an annual review for all seal recipients and will offer updated digital and printed seals to share at that time.

Questions? Reach out to us at SealProgram@TrilliumNC.org.

1. Add the seal(s) to your website.

- a. Use the electronic JPEG or PNG Valued Provider Seal(s) on your website. The JPEG format will produce a white square background around the seal, while the PNG will have a transparent background.
- b. Do not to alter or stretch the proportion of the seal from its original file format.
- c. Seals may be linked on website <https://www.trilliumhealthresources.org/providers/trillium-valued-providers-seal-program> for website visitors to learn more about the Valued Provider Seal Program and requirements.
- d. We suggest adding the Seal(s) to the footer of your website so they display on all pages, or on an "About Us" page or somewhere similar.

2. Share on your social media channels.

Spread the good news to all your followers and social media audiences! We've included copy for two posts each for both short (Twitter) and long-form (Facebook) platforms. We've highlighted the parts to include your unique identifiers, otherwise these are ready to post! If tagging Trillium, please use the handle @TrilliumHealthResources for Facebook or @TrilliumNc for Twitter.

a. Short Posts

- i. We're proud to be a [SEAL NAME(S)] through @TrilliumNc for 2021-2022! [ORGANIZATION NAME] is committed to providing the best service possible for



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our patients. Learn more about the [SEAL COLOR] at [Trillium Valued Providers Seal Program](#) webpage.

- ii. Great News! [ORGANIZATION NAME] has been recognized as a [SEAL NAME(S)]. We want to thank our staff for going above and beyond their call to provide the best service to our communities. Learn more about the [SEAL COLOR] at [Trillium Valued Providers Seal Program](#) webpage.

b. Long Posts

- i. [ORGANIZATION NAME] is proud to be a [SEAL NAME(S)] through @TrilliumHealthResources. As a recipient of the [SEAL COLOR], we recognize meeting the needs of our fellow community members is just the beginning. Our staff work each day to ensure all patients have the ability to lead fulfilling lives with well-rounded health and wellness.

Learn more about the work we do at [ORG WEBSITE], or visit [Trillium Valued Providers Seal Program](#) webpage to learn more about [ORG NAME] being a Valued Provider!

- ii. We're excited to announce [ORG NAME] has received the [SEAL COLOR] Seal from @TrilliumHealthResources for 2021-2022! We know this wouldn't be possible without our caring and dedicated staff. Providing impactful and meaningful service is only the first step as we continue to learn, innovate, and better serve our communities.

Learn more these efforts at [ORG WEBSITE], or visit [Trillium Valued Providers Seal Program](#) webpage to learn more about Trillium Health Resources' Valued Providers Seal Program.

3. Add a notice in your newsletter or email.

This is your chance to tell your story. What cultural competency trainings does your staff take part in? What innovative practices are you utilizing to satisfy the accreditation standards? We've included copy to include in your newsletter or an email message.

- a. [ORG NAME] is now a [SEAL NAME(S)]! As part of Trillium Health Resources' Valued Providers Seal Program, providers receive one or more of six seals for demonstrating continuous commitment to the highest levels of quality and service.

We are proud to meet all credentialing and accreditation standards and ensure our staff has strong cultural competency. Trillium Health Resources is a leading specialty care manager (LME/MCO) for individuals with substance use, mental illness and intellectual/developmental disabilities in eastern North Carolina.

We invite you to visit our website at [ORG WEBSITE or embed link on "our website"] or follow us on [SOCIAL MEDIA CHANNELS] to take a closer look at everything going on at [ORG NAME].

4. Trillium supporting statement.

Feel free to use the following statement on your website and materials in the same locations mentioned above.

- a. "Trillium values our partnership with [ORG NAME] and recognizes the value they place on helping members improve their well-being and lead fulfilling lives. We thank them for their dedication to this goal." –Khristine Brewington, Trillium Vice President for Network Management

5. Help Trillium share your story.

We occasionally reach out to our provider network to gather member stories and testimonials to share on our social media accounts, in our annual report, and with key stakeholders. If you would be willing to serve in this regard, please email Info@TrilliumNC.org OR Trillium may contact your office using the email address provided in the seal application process.

NOTICE: Providers may use and display these unaltered Valued Provider Seals only with the express written permission of, and in accordance with the rules and restrictions established by, Trillium Health Resources. Any unauthorized use, disclosure or distribution of these Trillium seals is prohibited by Trillium and may result in the imposition of sanctions related to such unauthorized use, disclosure or distribution, up to and including termination of the provider's contract with Trillium.