

May 2027 Patient Newsletter — Approved Source Brief

The only content approved for this issue, with the exact claims, the boundaries, and the sign-offs

THIS BRIEF IS THE SINGLE SOURCE OF TRUTH FOR THE MAY ISSUE

No item may be added, expanded, or reworded beyond what appears here without returning to the review committee. Nothing in this brief may be presented as personalized medical advice.

AUDIENCE General patient list, opted in, public education only	CLASSIFICATION Public health education — not marketing, not treatment communication
PATIENT DATA USED None. No segmentation by condition, diagnosis, or visit history.	CHANNELS APPROVED Email, hosted page, waiting-room screens, social

ITEM 1 — SATURDAY MORNING CLINIC HOURS BEGIN JUNE 7	
FIELD	APPROVED CONTENT
Headline	Saturday morning appointments start June 7
Key facts	Saturdays 8:00 a.m. to 12:00 p.m., beginning June 7, 2027, at the Wellness Way location only. Same-day and routine appointments. Booking opens May 12 through the portal or by calling 555-0300.
What must be said	That it is the Wellness Way location only, and that the Harbor Street location is not included.
What must not be said	Do not describe it as urgent care, walk-in, or emergency care. Do not state or imply that any specific clinician will be available on a given Saturday.
Primary action	Book through the portal starting May 12
Source	Operations memo OPS-2027-118, approved April 14, 2027

ITEM 2 — NEW PORTAL FEATURE: SHARE YOUR RECORD WITH A CAREGIVER	
FIELD	APPROVED CONTENT
Headline	You can now give a caregiver their own portal access
Key facts	Proxy access lets you grant a family member or caregiver their own login rather than sharing your password. You choose which categories they can see, and you can revoke access at any time. Setup is completed at the front desk with a signed authorization.
What must be said	That setup requires a signed authorization completed in person, and that access can be revoked at any time.
What must not be said	Do not state that proxy access is available online. Do not describe the access rules for adolescents; those vary and are handled individually.
Primary action	Ask at the front desk at your next visit
Source	Portal release notes v5.1, approved April 22, 2027

ITEM 3 — FREE SUMMER NUTRITION CLASSES

FIELD	APPROVED CONTENT
Headline	Free nutrition classes this summer — no referral needed
Key facts	Six weekly sessions led by a registered dietitian, Tuesdays 6:00–7:00 p.m., June 10 through July 15, in the Community Room. Free and open to patients and one guest. Registration required; 24 seats per session. Spanish interpretation provided.
What must be said	That classes are general education for a group, and that individual nutrition counseling is a separate service requiring an appointment.
What must not be said	Do not promise weight loss, blood-sugar improvement, blood-pressure improvement, or any clinical outcome. Do not recommend any specific diet, supplement, or product.
Primary action	Register through the portal or call 555-0300
Source	Community Programs plan CP-2027-Q3, approved April 28, 2027

GLOBAL RULES FOR THIS ISSUE

1. Every item is general public education. Nothing may be framed as advice for an individual recipient.
2. No clinical outcome, benefit, or guarantee may be claimed for any item.
3. No recipient may be selected using diagnosis, condition, medication, or visit history.
4. No diagnosis, condition, or service that implies a condition may appear in the subject line, the preview text, the image alt text, or any URL parameter.
5. Every date, time, location, phone number, and capacity must match this brief exactly.
6. Every asset requires a transcript and accurate captions before release.
7. The email must include the organization's name, postal address, and a working unsubscribe mechanism.
8. The hosted page must be reachable without logging in and must meet the accessibility checklist.

REVIEW AND SIGN-OFF

REVIEWER	SCOPE	STATUS	DATE
Medical Director	Clinical accuracy and claim boundaries	Approved	04/29/2027
Privacy Officer	Audience selection and data use	Approved	04/29/2027
Legal	Claims, disclosures, required elements	Approved	04/30/2027
Accessibility Lead	Captions, transcript, alt text, contrast	Approved	04/30/2027
Marketing Director	Channel packaging and release	Approved	04/30/2027

Any change to an approved item after this date requires the item to re-enter review. Formatting and layout changes do not.

CORRECTION AND EXPIRY TRIGGERS

TRIGGER	ACTION REQUIRED	OWNER
Saturday hours change or are suspended	Pull the hosted page item within 1 business day; issue a correction notice	Operations
Nutrition class schedule or capacity changes	Update the hosted page and the registration link; no re-send required	Community Programs
Portal proxy process changes	Update the hosted page; re-review before any future re-use	IT / Privacy
Any item becomes inaccurate for any reason	Unpublish first, correct second. Do not leave incorrect content live while drafting a fix.	Marketing Director
Content reaches 12 months old	Automatic expiry and re-review before reuse	Marketing Director

FICTIONAL SPECIMEN. Cedar Point Community Health, the programs, dates, locations, phone numbers, memo numbers, and reviewers described here are invented for demonstration only. This is not a real organizational communication, not medical advice, and not a statement of any real legal or privacy requirement.