

SAMPLE COMMUNICATION PLAN STRUCTURE

	Data Tracking Initiation (Aug 1, 2013)			First Report Submission (March 31, 2014)			Public Data Released (Sept 30, 2014)		
	Comm. 1 <i>(Example)</i>	Comm. 2	Comm. 3	Comm. 4	Comm. 5	Comm. 6	Comm. 7	Comm. 8	Comm. 9
Who is the audience?	HCPs								
What is the message?	Sunshine Awareness								
How will it be delivered?	Rep Distributed Quick Card								
When will it be released?	July 15, 2013								

Note: Columns are illustrative. You may wish to consider other time periods and greater or fewer communications.

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