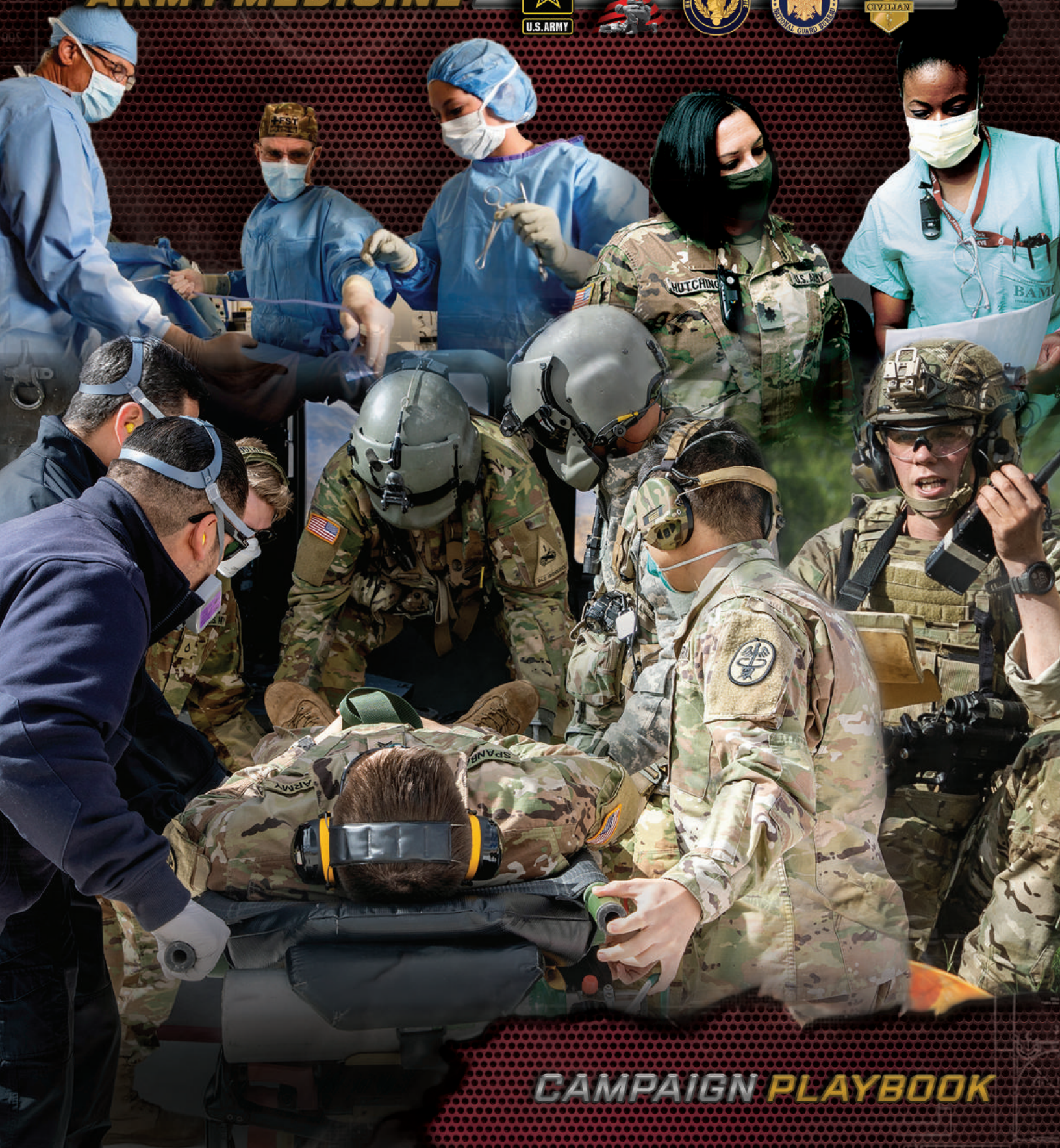


TOTAL FORCE

ARMY MEDICINE



U.S. ARMY



CAMPAIGN PLAYBOOK

“*It’s an exciting time to be in the Army Medical Department. It’s a time of change, it’s a time of great progress, and it’s a time of unprecedented success.*”

Lt. Gen. R. Scott Dingle, The Surgeon General and Commanding General,
U.S. Army Medical Command

WHY?

Army Medicine’s priorities of People, Readiness, Partnerships, and Modernization remain constant. People – Soldiers, Families, and Civilians – are our #1 priority. The overarching narrative themes parallel the 2022-2023 Army Medicine Campaign Plan (AMCP). Reform efforts, along with allies and partners, are key themes integrated into Army Medicine’s strategic communication efforts within each of the Line of Efforts (LOE).

Army Medicine’s unified and consistent narrative enables mission command. Army Medicine’s strategic messaging is nested and synchronized to bring about alignment and clarity to strengthen teamwork and partnerships. Every Army Medicine team member must be aware of, and able to communicate, Army Medicine’s priorities, commitment to the mission, and caring for the Total Force and their Families. Especially critical is clear and concise communication with key external stakeholders, Army Command Structures and Army Senior Leaders to ensure a unified voice toward shared objectives.

WHAT IS IT?

The Total Army Medicine Force represents all medical components of the U.S. Army, U.S. Army Reserves, U.S. Army National Guard, and U.S. Army Medical Department (AMEDD) Civilian Corps.

NARRATIVE

Army Medicine is building the capability and capacity to sustain ready, reformed, reorganized, responsive, and relevant medical care, as well as expeditionary, tailored, medical forces to support the Army against any adversary in the joint, multi-domain, high-intensity battlefields of the future and through the next pandemic.

THE ARMY MEDICINE MISSION – our purpose – is: Provide ready and sustained health services support and force health protection in support of the Total Force to enable readiness and to conserve the fighting strength while caring for our People and their Families.

THE ARMY MEDICINE VISION – our future end state – is: Army Medicine of 2028 is ready, reformed, reorganized, responsive, and relevant, providing expeditionary, tailored, medically ready and ready medical forces to support the Army mission to deploy, fight and win decisively against any adversary, anytime and anywhere in a joint, multi-domain, high-intensity conflict, while simultaneously deterring others and maintaining its readiness posture.

2022-2023 ARMY MEDICINE CAMPAIGN PLAN

<https://armymedicine.health.mil>



COMMUNICATION

Army Medicine’s priorities of People, Readiness, Partnerships, and Modernization remain constant and our #1 communication focus within the framework of the Total Army Medicine Force Campaign.

It is imperative that we sync our communication efforts across all aspects of Army Medicine and continue to use every outreach communication resource available to Tell the Army Medicine Story.

“*I am humbled to be part of a dedicated team of committed professionals. Army Medicine’s foundational strength lies in its people. Every day, we answer the nation’s call and deliver, regardless of the sacrifice. It is in you, and us, that our strength resides.*”

Command Sgt. Maj. Diamond D. Hough, U.S. Army Medical Command



“ *Our Civilian personnel are the continuity to our enterprise, working alongside our military teammates contributing to the readiness of our Force.* ”

Richard R. Beauchemin, Chief of Staff, U.S. Army Medical Command and Chief, Civilian Corps

ARMY MEDICINE TALKING POINTS

- Army Medicine fully supports the Army People First Task Force as it mitigates and eliminates the effects of corrosive behaviors, improving the Army's culture of trust.
- Army Medicine recognizes that readiness, modernization, and reform efforts must be supported by a forward-thinking talent management system and essential quality of life enhancements, fundamentally improving the leadership development, management and support of the Army's number one priority and the foundation of Army Medicine – People.
- Army Medicine continues to lead the way in the development and implementation of medical innovations that improve the medical readiness of the Total Force and support readiness.

TOTAL ARMY MEDICINE FORCE TALKING POINTS

- The Total Army Medicine Force is the cohesive representation of all medical components of the U.S. Army, Reserves, National Guard, and AMEDD Civilian Corps.
- The Total Army Medicine Force is acquiring, developing, employing, and retaining the diversity of Soldier and Civilian talent needed to achieve and sustain Total Army Readiness.
- The Total Army Medicine Force is training and building cohesive teams by maximizing the talents of our People to deploy, fight, and win decisively against any adversary — anytime and anywhere — in joint, multi-domain, and high-intensity conflicts.

Additional Total Army Medicine Talking Points, Social Media Guidance, and Information:
[Annex 1: Total Army Medicine Force MEDCOM Public Affairs Guidance \(XXAUG21\)](#)

Find more Army Medicine News and Stories at: www.army.mil/armymedicine | www.dvidshub.net/unit/USAMEDCOM



SUPPORTING ARMY MEDICINE TOTAL FORCE THEMES & INITIATIVES

PEOPLE FIRST

ARMY MEDICINE PROUD PRIDE IN THE PATCH CAMPAIGN

Army Medicine takes Pride in our Soldiers and Civilians who demonstrate leadership skills, willingness to adapt, selfless service, and dedication to duty.

Pride in the Patch validates how Army Medicine Soldiers and Civilians are mission-focused leaders who are ready, trained, capable, and competent.

[Learn more](#)

MEDICAL READINESS

MEDICAL REFORM MODERNIZATION

Army Medicine is reforming into a total medically ready Force ensuring our Soldiers and Civilians are medically mission-ready to deploy in support of the Army.

Army Medicine is leveraging emerging technologies to expand expeditionary medical capabilities, designing the future expeditionary medical force, ensuring interoperability, and investing in synthetic training environments.

[Learn more](#)

BUILDING ALLIANCES & PARTNERSHIPS

MILITARY / CIVILIAN

Army Medicine is building alliances and partnerships within the Army and between nations, organizations, and militaries.

Army Medicine seeks to enhance the professional relationships, training, material, and overall coordination with its allies, partners, and military services.

[Learn more](#)

Additional Total Army Medicine Talking Points, Social Media Guidance, and Information:
[Annex 1: Total Army Medicine Force MEDCOM Public Affairs Guidance \(XXAUG21\)](#)



PEOPLE FIRST

ARMY MEDICINE PROUD - PRIDE IN THE PATCH CAMPAIGN

PRIDE IN THE PATCH TALKING POINTS

- People are our number #1 Priority – our Army's greatest strength and most valuable weapon.
- Our People provide the advantage to the Army; ensuring our ready medical forces are medically ready.
- Pride in the Patch recognizes mission-focused Army Medicine Soldiers and Civilians leaders who are who are ready, trained, capable, and competent.



#PrideinthePatch
#ArmyMedicineProud

Find more social media
campaign products at:



Additional Army Medicine Proud - Pride in the Patch Talking Points, Social Media Guidance, and Information:
Annex 1: Army Medicine Proud - Pride in the Patch MEDCOM Public Affairs Guidance (XXAUG21)

CAMPAIGN OUTREACH - PRODUCT REFERENCES

NEWS & STORIES

- Pride in the Patch! Army Medicine is Ready and Responsive
- Army Surgeon, Scientist, and Researcher, Recognized as AMSUS 2020's Top Military Physician Award
- Best Warrior Competition: Martin's Finest

Find more news and stories at:
www.dvidshub.net/unit/USAMEDCOM
www.army.mil/armymedicine

MEDICAL READINESS

MEDICAL REFORM & MODERNIZATION

MEDICAL READINESS/REFORM/ MODERNIZATION TALKING POINTS

- Army Medicine is focused on three key responsibilities during reform: Ensuring we have the forces to perform our core missions, ensuring access to world-class health care for our beneficiaries; and sustaining a trained and ready medical force and a medically ready force.
- Army medical reform will sustain the readiness of our Soldiers and deploy a medical force that is trained and ready to support multi-domain operations.
- Army Medicine recognizes that readiness, modernization, and reform efforts must be supported by a forward-thinking talent management system and essential quality of life enhancements, fundamentally improving the leadership development, management and support of the Army's number one priority and the foundation of Army Medicine – People.



#Readiness
#MedicallyReady
#MedicalReadiness



#Readiness
#MedicalReadiness
#Modernized



#Reformed
#MedicalReadiness

Find more social media
campaign products at:



Additional Medical Readiness Talking Points, Social Media Guidance, and Information:
Annex 1: Total Army Medicine Force MEDCOM Public Affairs Guidance (XXAUG21)

CAMPAIGN PRODUCT REFERENCES

NEWS & STORIES

- New Southwest Kentucky Market strengthens DoD's medical readiness while supporting high quality healthcare
- Military Medical Reform is an Opportunity to Make Trauma Care Better
- Army Medicine has a no-fail mission to provide the highest quality trauma surgeons
- Modern Technology Aids Medics in Preparing for Real-World Scenarios
- Regional Health Command-Pacific's trained and ready combat medic critical to medical readiness

Find more news and stories at:
www.dvidshub.net/unit/USAMEDCOM
www.army.mil/armymedicine

BUILDING ALLIANCES & PARTNERSHIPS

MILITARY / CIVILIAN

ALLIANCE & PARTNERSHIP TALKING POINTS

- Alliances and partnerships are a force multiplier and enhance Army Medicine's strategy and are crucial to Army Medicine's strategy.
- Army Medicine is enhancing professional relationships, training, material, and overall coordination with its allies, partners, and military services.
- Army Medicine strengthens the National Defense Strategy by conducting multinational large-scale medical readiness training exercises.

CAMPAIGN OUTREACH - PRODUCT REFERENCES



#Partnership
#Medical Readiness
#MedicalInnovation
#COVID-19



#Partnership
#Medical Readiness

Find more social media
campaign products at:



NEWS & STORIES

- Partnership with UNC Health will Ensure the Readiness of the Army's Medical Force
- Troops from North Macedonia, U.S. enhance partnership, readiness at exercise Reinforced Dam
- USAMMDA Selected to Manage Tier 1 Acquisition Program Funding for Three COVID-19 Response Efforts

Find more news and stories at:
www.dvidshub.net/unit/USAMEDCOM
www.army.mil/armymedicine

Additional Building Alliances and Partnerships Talking Points, Social Media Guidance, and Information:
Annex 1: Army Medicine Proud - Pride in the Patch MEDCOM Public Affairs Guidance (XXAUG21)

MEDICAL READINESS & LEADERSHIP TRAINING INITIATIVES

Army Military-Civilian Trauma Team Training (AMCT3)

AMCT3 is a two-to-three-year program at Cooper University Health Care (Cooper Univ.) and Oregon Health and Sciences University (OHSU) in Portland, Oregon. The program gives Army surgical teams and individual Soldiers the opportunity to maintain proficiency and sustain their trauma skills by working alongside Civilian counterparts at high-volume Level 1 trauma centers. Level 1 trauma centers are comprehensive regional facilities capable of providing total care for every aspect of injury.

The Strategic Medical Asset Readiness and Training (SMART) Program

The SMART program, which was established in August 2018 and managed by the Office of the Surgeon General (OTSG), is a two-week program that provides medical military occupational specialties, such as combat medics, the opportunity to get "hands on" training alongside their civilian counterparts in premier trauma centers and hospitals throughout the United States.

Individual Critical Task List (ICTL) The ICTL training focuses on 27 tasks that are common in 7 main military occupational specialties. These training scenarios will help leadership measure the clinical readiness of health care providers to better support battlefield medicine and validate medical personnel for future deployments.

Medical Simulation Training Center (MSTC)

MSTC provides realistic medical training to both medical and non-medical Soldiers in the Active, Reserve and National Guard. MSTCs provide hands-on instruction on the latest battlefield trauma and critical care techniques based on Medical Center of Excellence approved performance-oriented Programs of Instruction.

Warrior Tasks and Battle Drills (WTBD)

WTBDs enhance Soldier readiness to fight and survive on the battlefield and increase the relevance of training to current combat requirements through rigorous individual and group training.

Military Training Facilities (MTF) - Readiness Platforms

MTFs will remain the primary readiness delivery and training platforms in support of operational readiness requirements to maintain relevant skills.

U.S. Army Medical Command (MEDCOM)

Leadership Lecture Series (LLS) The Surgeon General's Leader Development Webinar Program for Army Medicine staff focuses on building agile and adaptive Soldier and Civilian leaders for today and tomorrow's operating environment.



Our primary responsibility as Army leaders is to take care of our Soldiers, Civilians and Families.



Gen. Ed Daly, Commanding General, Army Materiel Command