



**X12 Corporate Administrative  
Policy and Procedure**

## **External Communications**

**(CAP16)**

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# External Communications

## 1 Introduction

The X12 Board of Directors (Board) is responsible for this policy and associated procedures.

Members agree to be bound by these policies and to follow the associated procedures as a condition of membership. Non-member participants afforded specific collaboration privileges agree to be bound by these policies and to follow the associated procedures as a condition of those privileges.

Suggestions for improvements to this document are welcome. They may be submitted at <http://changerequest.x12.org>.

Staff procedures supporting these policies and procedures are maintained separately. Questions related to the staff procedures may be directed to the Executive Directory at [execdir@x12.org](mailto:execdir@x12.org).

## 2 Authority

The corporate rules of order and standing rules detailed herein supplement the X12 Bylaws (CAP01). The Bylaws prevail in the case of any inconsistency.

The corporate rules of order and standing rules defined herein may be augmented by detailed or more restrictive committee or subordinate group instructions, published in documents identified with the X12 subcommittee's intended prefix; however, such instructions shall not duplicate, supersede, contradict, countermand, or overrule the corporate rules of order and standing rules defined herein. The corporate rules prevail in the case of any inconsistency.

## 3 Background

The policies, procedures, and conventions herein are designed to ensure optimal communications between X12 and its members and member representatives, and between X12 and external entities and organizations. This includes prescribed vetting of draft communications and presentation by a party authorized to provide the information to the intended audience.

For purposes of this policy a communication is defined as at least the following, other types of communications are not excluded from the requirements herein based solely on their absence from the list below.

- Press releases, announcements, broadcast messages, alerts, web postings, press interviews, power point presentations, white papers, formal testimony, informal testimony, handouts, distributed speaker notes, training materials, testimonials, webinar visuals, or

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any other X12 branded materials.

## 4 Speaking on Behalf of X12

"Speaking" on behalf of X12 encompasses both oral and written communications.

The authority to speak on behalf of X12 is defined and constrained in other corporate and committee policies and summarized here for convenience. **CAP16** is not intended to supplement, overrule or countermand those corporate and committee policies and the other policies shall prevail in the case of any difference.

Section 10.02 of the **Bylaws (CAP01)** designates the Board Chair responsible for communicating X12 positions and representing the X12 to external organizations and restricts any other party or individual from speaking for the Corporation unless officially assigned to do so in a specific situation or circumstance by corporate policy or at the direction of the Board Chair.

In accordance with the Operating Manuals of each X12 committee, a committee chair is responsible for communicating committee positions and representing the committee to external organizations only when such are directly and exclusively related to their committee's development activities. Committee chairs shall not communicate with external organizations related to any cross-committee matter or any matter related to the organizations overall operations, including but not limited to publication, pricing, and administrative matters without the express, advance consent of the Board Chair or Executive Director. Subordinate group chairs are not authorized to communicate positions or represent the committee to external organizations, except that subcommittee chairs may do so upon direct request of the committee chair.

X12 designates specific individuals as Liaisons, see **X12 Liaisons (CAP17)**. A formal liaison is empowered to speak and act officially on behalf of X12 in specific circumstances, to specific groups, and under the oversight of an X12 leadership group.

## 5 Communications Policies

The following policies shall apply to all X12 communications. All X12 officers and member representatives shall adhere to these policies and related procedures.

- All X12 communications shall be conveyed positively. At no time shall X12, its officers, committees, subcommittees, members, member representatives, products, policies, partners or specific implementers be presented in a negative manner.
- Any message communicated externally must be reviewed and approved in advance according to the policies and procedures herein. This includes
  - Written messages – the actual text of any message delivered in writing.
  - Oral presentations, extemporaneous – Review and approval of the talking points, or an intended message, for more extemporaneous speaking communications, such as press interviews or oral presentations not

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- accompanied by a visual presentation or handout.
  - Oral presentations, formal – Review and approval of the visual presentation, handouts, or speaker notes for any presentation scheduled in advance.
  - X12 approved conventions for presentation, style, format and/or look and feel must be followed for all written communications, including announcements, handouts and presentations. These conventions are intended to ensure that published material, in either hard-copy or soft-copy format, is consistent, professional, polished and reflects positively on the X12 organization.
  - To ensure accuracy and credibility, two X12 representatives will be present for any press interview, formal testimony or presentation which includes, or might be construed to include, X12 commitments or obligations, unless an exception is granted by the Board Chair.
  - The X12 logo, marks, and corporate name shall be included in any written communication developed under these policies and procedures. The X12 logo, marks and corporate name shall not be included in any other written document.

## 6 Communications Procedure

Certain communications are directly and exclusively related to an X12 committee's development activities. The content and timing of such messages is within the purview of the committee's leaders. Committee approval procedures are defined in Section 5.2 Committee Approval Procedure.

All other communications are within the purview of the Board. Board approval procedures are defined in Section 1.5.1 - Board Approval Procedure.

### 5.1 Board Approval Procedure

Certain communications are repeatable or have policy-defined content, including but not limited to, calls for nominations, product announcements, and election announcements. In these cases, boilerplate communications are approved once as opposed to individual approval of each communication.

Other communications are vetted and approved as follows.

1. The proposed communication and any supporting information are presented to the Board.
  - a. Communication proposals not created by staff are submitted to [executivedirector@x12.org](mailto:executivedirector@x12.org). The Executive Director will present such submissions to the Board for consideration.
  - b. Alternatively, a request noting the need for communication, including supporting information, but not including a proposed draft may be submitted to [executivedirector@x12.org](mailto:executivedirector@x12.org). Staff will then draft the necessary proposal and shepherd the request through the process steps.

- c. If the communication supports a presentation to a group, the submission may include a recommendation that a specific individual be authorized to present the information on behalf of X12. The board chair shall take such recommendations under consideration but is not obligated to delegate such authority based on the request.
2. The Board vets the proposed communication and returns it for revision, revises it, or approves it.
3. Once the communication is approved, X12 staff will ensure it follows all X12 conventions, including but not limited to logo use, templates, style sheets, and terminology. Non-substantive look and feel revisions do not require another approval cycle.
4. X12 staff oversees distribution, publication, or posting of the communication, as appropriate.
5. X12 staff maintains a permanent record of the communication.

## 5.2 Committee Approval Procedure

Communications directly and exclusively related to an X12 committee's development activities follow this committee approval procedure. Such communications may be drafted by X12 staff, committee leadership, or a committee subordinate group. Regardless of who drafts a communication, the following process applies.

1. If the communication is drafted by a subcommittee subordinate group, the proposed communication shall be reviewed and approved by the subcommittee chair.
2. The committee chair or subcommittee chair responsible for the request sends the proposed communication and any supporting information to [support@x12.org](mailto:support@x12.org).
  - a. This can either be a proposed communication or a statement of a needed communication, with details of what needs to be communicated, to whom and by when.
  - b. If the communication supports a presentation to a group, the submission may include a request that a specific individual be authorized by the committee chair to present the information on behalf of the committee chair. The committee chair shall take such recommendations under consideration but is not obligated to delegate such authority based on the request.

Staff shall be afforded at least seven (7) business days to complete the rest of the required procedures.
3. X12 staff formats the communication in accordance with appropriate best practices and X12 conventions, including but not limited to logo use, templates, style sheets, and terminology and sends the final version to the requestor (for information) and the committee chair (for approval). This reformatting may include non-substantive revisions. Any question of whether a particular

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revision is substantive or non- substantive shall be decided by the Executive Director and the committee chair.

4. The committee chair returns the communication for revision, revises it, or approves it.
5. Following approval, X12 staff oversees distribution, publication, or posting of the communication, as appropriate.
6. X12 staff maintains a permanent record of the communication.

## 7 Terminology

To ensure consistency within X12, the terms, definitions, abbreviations and acronyms herein have been adopted for organizational use. Some definitions are proprietary to X12. Others recognize the terms and definitions of another organization or authority, including Robert's Rules of Order. Inclusion of external terms and definitions reduces the need for external references and improves consistency within X12 work products. The terms and definitions defined herein must be used in X12 work products when applicable and shall not be modified or revised.

### **Administration**

A group of X12 or contracted staff members, managed by the Executive Director, who have duties and perform tasks necessary to run the X12 organization, including business and standards development matters.

Synonyms: Staff, X12 Staff

### **Bylaws**

A document that defines how an organization functions. It includes an organization's foundational rules that do not change frequently. Bylaws may be suspended only if they allow their own suspension or are in the nature of rules of order.

### **Chair**

The person who presides over meetings, makes administrative decisions, and generally leads an X12 group or committee.

### **Member**

An entity that has completed an application, paid the applicable dues and been granted X12 membership for a specific period of time.

This term is used only in reference to X12 membership. Recognized participants of specific committees, subcommittees or other subordinate groups who have met the requirements for specific privileges within that group shall be referenced as constituents, not members.

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**Standing Rules**

An organization's administrative governance, including all matters not related to parliamentary procedure. X12 defines rules of order at four organizational levels, corporate, committee, subcommittee, and subordinate group.

**Rules of Order**

An organization's rules of order govern parliamentary matters. X12 defines rules of order at four organizational levels, corporate, committee, subcommittee, and subordinate group.

**X12 Board**

A group of elected and ex-officio leaders who oversee the business affairs of X12.

## 8 Document History

A new version of this document is effective when approved.

09/22/2016	V3: Renamed ADP09 to CAP16. Revised to reflect the organization's name change, and other minor clarifications.
06/13/2015	V2: Steering approval of Section 1.5.2 Committee Approval Procedure.
05/18/2015	Initial version approved by the Board.