Current Omit Codes used by UVA Health Development (UVAHD)

In addition to the Smart Omits (OOO, SSS, EML, PHO, and OPAP) that are automatically applied to a mailing list or email list via the Mail Prep Report in Advance Web, you should add the following Health (HS)/Cancer (CC)/Children's (CH) specific Omit Codes based on what type of mailing or email you are sending.

I. **EMAIL** *HEALTH OVERALL*

    A. Newsletter, Informational Letter, Invitation, Magazine, Marketing, Thank You
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSCM – Omit – HS Communications Email

    B. Solicitation
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSS – Omit – HS Solicitations Email

    C. Pulse
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSPE – Omit – HS Pulse Email

    D. Giving to Hoos Day
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. GTH – Omit – GivingToHoosDay

II. **EMAIL** *CANCER PROGRAMS*

    A. Newsletter, Informational Letter, Invitation, Magazine, Marketing, Thank You
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSCC – Omit – HS Cancer Center Communications Email

    B. Solicitation
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSCS – Omit – Cancer Center Solicitations Email

III. **EMAIL** *CHILDREN'S*

    A. Newsletter, Informational Letter, Invitation Magazine, Marketing, Thank You
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSCHC – Omit – HS Children's Hospital Communications Email

    B. Solicitation
1. OHSA – Omit Health System All Mailings
   - This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.
2. OHSE – Omit Email – Health System – All Emails
3. HSCHS – Omit – Children's Hospital Solicitations Email

Special Note: We need to continue using the older HS omit codes because we didn't have specific omit codes for each area until July 2014. Previously, someone was omitted from all HS emails even if an email pertained to a specific area like Children's or Cancer.

IV. ==PAPER== **MAIL**

    A. Newsletter, Informational Letter, Invitation, Magazine, Marketing, Thank You

        1. OHSA – Omit Health System All Mailings
- This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.

    B. Solicitation

        1. OHSA – Omit Health System All Mailings
- This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.

    C. Pulse

        1. OHSA – Omit Health System All Mailings
- This omit code is currently used for HPP opt-outs. Please use it for all emails and mailings from UVAHD.

        2. HSO – Omit Pulse

        3. PM – Omit Pulse Newsletter

V. SCHOOL OF NURSING *(Per Elle May 2024)*

        1. NURE – Omit - Nursing EMAIL

        2. NUME – Omit - Nursing Miscellaneous Email

        3. NUR – Omit - Nursing Mailings

        4. NVLP – Omit - Nursing Virginia Legacy (print ed)

        5. CNHIO – OR Omit - CNHI Only (Included in CNHI mailings, but nothing else from the SON)

Additional Note: The Medical Alumni Association/Medical School Foundation use omit codes specific to their office.

Updated Sept 2024