Communications Update

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What are we going to discuss?

- Provide brief overview of communications activities from past year
- Preview planned activities for next year
- Solicit your feedback
RWJF Communications Support

-targeted assistance for each AF4Q community
  - General resources to help you think …
  - Specific resources to adopt or adapt …
  - Counsel and support …
  - Mini-grants

-support for communications staff at AF4Q NPO
-support for respective Q/E grantees
-support for “enterprise-level” Q/E communications
2010 Products/Services …

2. Insights on consumer decision points
3. Sample PM/PR language and website
4. Media support – national and local
5. AF4Q Hospital Quality Network materials
6. Message Sessions
7. Interactive Support
8. “Newsroom” materials and “Quality Report”
9. Fall Convening Events
10. PM/PR Directory
11. Ongoing Counsel and Support
Quality/Equality Message Handbook

- Core Messages and Talking Points
- What is Quality Care?
- The Quality Crisis
- Solutions to the Quality Problem
- Quality and Health Reform
- Quality and the Uninsured
- Messages for Doctors, Public and Employers
- Elevator Speech and FAQs
Consumer Decision Points

Changes in Health Status or Significant Diagnosis
- New health needs and concerns
  - 40s mammography
  - 50s gastroenterology care
  - Same sex pediatrician
- New serious condition – MS, Cancer

Enabling Others
- Provide a resource for friends
- Use the site to help ailing family/friend, recommend the site to loved one to find care

Change in Location/Insurance
- Physician moves far away
- Consumer moves to a new city
- If no referral is available/viable
- New health care plan

Big Problem with MD
- Misdiagnosis or no diagnosis
- Medication error
- Poor service
Sample PM/PR Website

http://forces4quality.org/PMPRsamplesite/
AF4Q Hospital Quality Network

- Communications Resources Toolkit
- Template Press Release
- Selection Announcement and Kick-Off Event Toolkit
Message Sessions
Interactive Support

- Using Social Media to Promote Your PM/PR Resources
- Using Twitter to Promote Your PM/PR Resources
- Optimizing Your PM/PR Resources for Search
Newsroom and “Quality Report”

Newsroom Topics
• Health reform and the communities
• What is quality care?
• The doctor/patient relationship
• Getting quality diabetes care
Fall Convening Events

partnership, value, payment, performance,
engagement, patient, centered,
reform, improvement, quality,
reporting, costs, disparities, equity,
working locally, community
Ongoing Counsel and Support

- Editorial Support
- Media Relations
- Website Counsel
- Strategic Counsel
- Event Support / Presentations
Coming Up in 2011

1. Tested Messages: Payment / Cost / Value
2. Updated Q/E Message Handbook
3. Explore PM/PR for Benefit Design
4. “Newsroom” and “Quality Report”
5. Coordination of Efforts with ONC, AHRQ
6. Frequent Vehicles to Articulate Success
Coming Up in 2011

7. Increased Support for QI, PM/PR, CE, REL
8. Multiple Toolkits on Marketing PM/PR resources
9. Launch of 3.0
10. “What is Quality?” (including ads and SEO)
11. Communications Plans for ea. Community?
12. Ongoing Strategy and Support
We Want Your Feedback

✔ Launch of 3.0
  - What message do you need to drive? When? How? What support would be helpful to you?

✔ “What is Quality?”
  - How can we best involve you in the planning?

✔ Communications Plans for ea. Community?
  - Useful? Redundant? How can we help you coordinate and implement?