

# 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

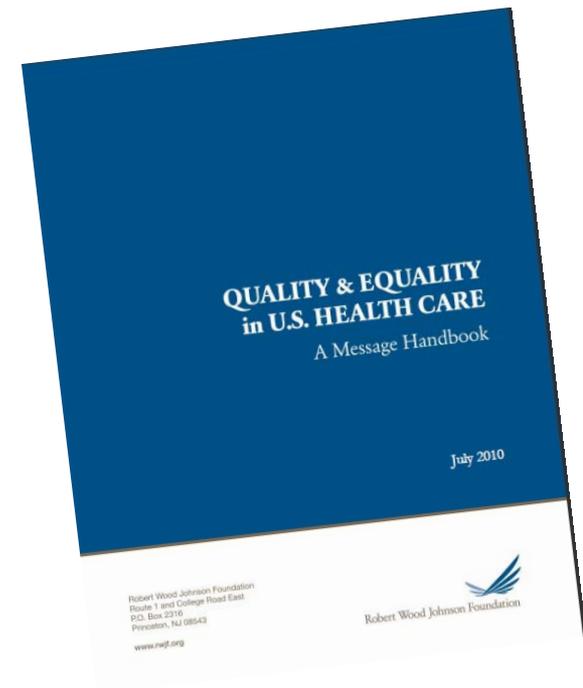
- ✓ Targeted assistance for each AF4Q community
  - ✓ General resources to help you think ...
  - ✓ Specific resources to adopt or adapt ...
  - ✓ Counsel and support ...
  - ✓ Mini-grants
- ✓ Support for communications staff at AF4Q NPO
- ✓ Support for respective Q/E grantees
- ✓ Support for “enterprise-level” Q/E communications

# 2010 Products/Services ...

1. Quality/Equality Message Handbook
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

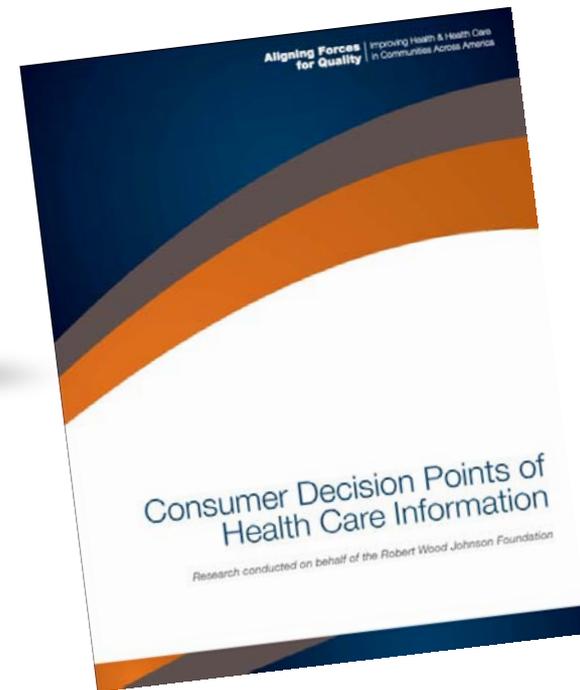
- Provide a resource for friends
- Use the site to help ailing family/friend, recommend the site to loved one to find care

## 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



## SAMPLE SITE FOR REPORTING HEALTH CARE QUALITY DATA

This sample site was developed by the Robert Wood Johnson Foundation, as part of its Aligning Forces for Quality initiative, the Foundation's signature effort to lift the quality of care in 17 targeted communities.

Significant quantitative and qualitative research was conducted with consumers to test both the language and visuals featured on HealthMarks – a sample website to publicly report performance measures for doctors' offices and hospitals in the fictional community of Orange Grove, Florida. In particular, consumer focus groups were conducted with individuals who either have a chronic disease or who are the primary caregiver for a loved one who does, to better understand how they would want to access and view such information online. It is important to note, however, that information heard in focus groups is subjective and cannot be considered evidence of a tested best practice.

Various formats – including visuals to display measures and accompanying explanatory language – were tested, and the learnings are illustrated on this sample site. This is only a sample site, and thus, every page is not fleshed out to the fullest. While this is not a fully functioning site, most links do work, and sample data is available for diabetes measures, patient experience of care measures and hospital blood clot prevention. Click on each page's "What We Did" button appearing on the left-hand side of the screen for additional insight on the visuals/text featured.

[Download the sample site.](#)

[Continue to live site >](#)

WHAT WE DID

As you explore this sample PM/PR website, mouse-over this tab to view our insights.



Copyright © 2010 Orange Grove Health Partnership  
23 Franklin Road, Orange Grove, FL 32129 | 386-700-1200 | [info@healthvorange.org](mailto:info@healthvorange.org)

<http://forces4quality.org/PM/PRsamplesite/>

**Aligning Forces** | Improving Health & Health Care  
**for Quality** | in Communities Across America



# Media Support



“Implementing Patient Centered Medical Home Pilot Projects”



“Going for the Gold [Star] in Cleveland”



“A Push for Higher Quality Care”



“Online Help: Comparing Care”



“How Does Your Doctor Stack Up?”



“State Tries ‘Patient-Centered’ Clinic Project”



# 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

twitter



flickr™

You Tube



# 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**

# PM/PR Directory

Title **RWJF Performance Measurement & Public Reporting Directory - Homepage**  
Version 3.0

Robert Wood Johnson Foundation

home | myRWJF | Contact RWJF | View my presentation

Search Field

About RWJF | Program Areas | **Publications & Research** | Health Policy | Grants | Newsroom

**Publications & Research**

Publications and research / **Performance Measurement & Public Reporting Directory**

Research  
Evaluations  
Grant Results

Synthesis project  
Slides and slide shows  
The RWJF Anthology

Data collections and surveys  
Publications by topic  
Publications by type

**Performance Measurement & Public Reporting Directory**

Last update : 9.8.10

**B** Related:  
> 60% - Based upon measurements of the following filters: Treatment Outcome, Patient Experience, Cost Reports

**A** Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque  
**Treatment Outcome** totam rem iste. **Patient Experience** ipsa quae ab illo inventore veritatis  
**Cost Reports** aut odit aut fugit.  
Click here to find Public Reports **C**

**Infographic Area**

**D** Health Care Measurement in the News: Last update : 9.8.10  
Lorem Ipsum Suetum:  
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam [View more](#)

Additional Reading

STAY CONNECTED TO RWJF:

Web policies | Site map | Help

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## Notes

- A** Callout area including an overview of the community of RWJF Directory and explaining the 3 Data reports that will be explored within these resources.
- B** Callout area including very top level stats of Health Care quality.
- C** Callout area including a link to the directory page of resources. (see page --)
- D** Callout area including news articles that revolve around the efforts to improve healthcare quality. This will help lure in return users.

RWJF / Performance Measurement Directory - Wireframes  
prepared for Client by DDB Seattle | November, 2010

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# 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?