



Getting the Public To View and Use Your Report

John Bott, Center for Delivery, Organization, and Markets, AHRQ

Maribeth Shannon, California HealthCare Foundation

Karen Migdail, Office of Communications and Knowledge Transfer, AHRQ

Shoshanna Sofaer, Baruch College

Using the “Raise Hand” Button for Questions

- ❖ If you have questions during the Q&A session, please use the Raise Hand function; you will be placed into a queue to ask your question.

To ask a question, click on the **Raise Hand** button in the Participants Panel and the Host will unmute your line.



Once your question has been answered, please click the **Lower Hand** icon and the Host will mute your line.





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Questions

We will have three opportunities throughout the Web conference for you to ask questions of our speakers. To do so, please:

- At any time, post your questions in the Q&A box on the right-hand side of your screen and press “send” to “all panelists”

OR

- During the Q&A sessions, click the “raise your hand” button to be un-muted and introduced to verbally ask a question



Agenda

- Welcome and Introduction
- California HealthCare Foundation Example
- Questions and Answers
- Media and Messaging
- Questions and Answers
- Using Social Marketing Principles
- Questions and Discussion



Web Conference Schedule

Orientation:

October - Designing Your Reporting Program

Measures/Data/Analysis:

November - Selecting Measures & Data

December - Key Choices in Analyzing Data for the Report

Today - Classifying Hospitals

Reporting/Disseminating/Promoting:

February - Displaying the Data

March - Web Site Design & Content

April - Getting the Public To View and Use Your Report

Evaluation:

May - Evaluation of Public Reporting Program

Closing:

June - Highlights From the Learning Institute



Today's Learning Objectives

Participants will learn:

- Key steps in establishing and maintaining positive working relationships with print and electronic media
- How to frame stories for the media that will interest them enough to use
- The basic elements of social marketing as an approach to promoting and disseminating comparative quality reports
- How advertising can contribute to promotion and dissemination, including Web advertising
- How to learn which advertising and promotion strategies are working best for you
- How outreach through community organizations can contribute to your promotion and dissemination efforts



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- Welcome and Introduction
- **California HealthCare Foundation Example**
- Questions and Answers
- Media and Messaging
- Questions and Answers
- Using Social Marketing Principles
- Questions and Discussion



Marketing and Promoting Public Reports CalHospitalCompare.org



Cedars-Sinai Medical Center

Search:

GO

View Ratings by:

Heart Attack

Heart Bypass Surgery

Heart Failure

Maternity

Pneumonia

Other Conditions ▶

Other Surgery

View All

Cedars-Sinai Medical Center

8700 Beverly Blvd.
Los Angeles, CA 90048
(310) 423-3277

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Click on any **+** to see more ratings or on any **?** for definitions of the measures. Use the tabs on the left to see how this hospital rates for other conditions or treatments. To print this page, use the "Print" button to the right.

PRINT

CREATE PDF

To see the rating scales, click on any icon or [About the Ratings](#).

Critical Care		Current	State Average
AVERAGE	ICU Mortality Rate	16.20% (lower is better)	13.16%
ABOVE AVERAGE	Respirator Complication Prevention	93%	85%
	Patient's head elevated	99%	93%
	Peptic ulcer medication given	99%	95%
	Blood clot prevention performed	95%	93%

COMPARE TO

- State Average
- [U.S. Average](#)
- [One Year Ago](#)

Compare to other hospitals in your area:

- [Olympia Medical Center](#)
- [UCLA Medical Center Westwood](#)
- [Kaiser Permanente West Los Angeles Medical Center](#)
- [Brotman Medical Center](#)
- [View All](#)

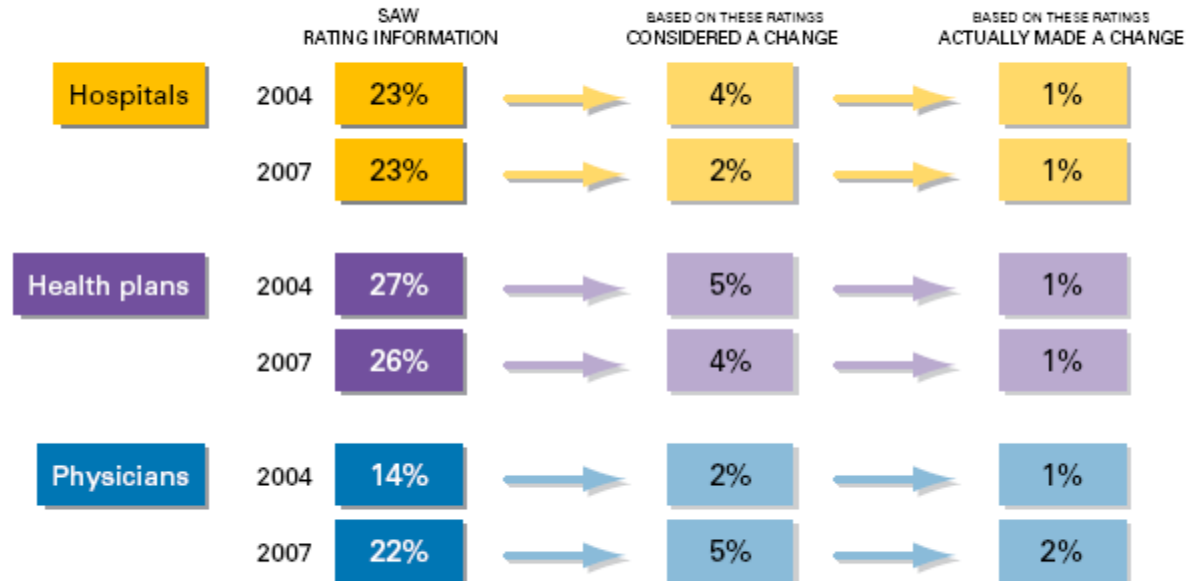
Patient Safety		Current	State Average
ABOVE AVERAGE	Surgical Care Measures	97%	92%
	Infection Prevention		
	Appropriate timing of antibiotic	98%	93%
	Use of appropriate antibiotic	98%	96%
	Appropriate discontinuation of antibiotic	94%	87%

Non-participating hospitals in your area:

- [Miracle Mile Medical Center](#)
- [Century City Doctors Hospital](#)
- [Hollywood Community Hospital of Hollywood](#)
- [Temple Community Hospital](#)

Limited Consumer Interest

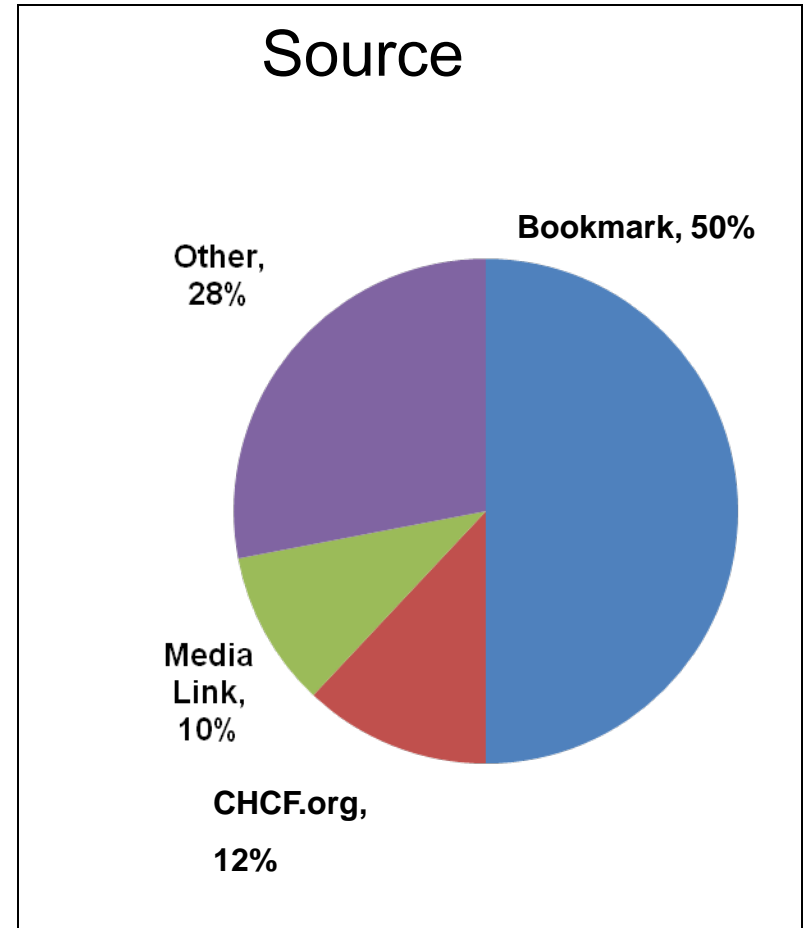
Among all respondents, those who...



Source: Just Looking: Consumer Use of the Internet to Manage Care (CHCF - 2008)

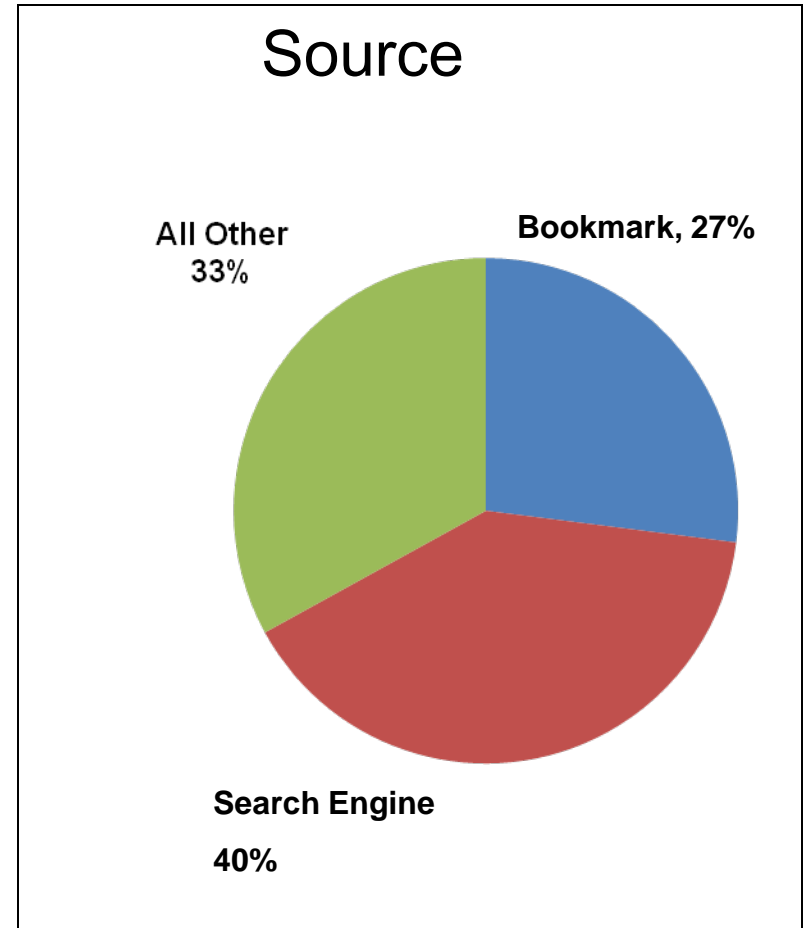
CalHospitalCompare Initial Sources of Traffic

- 170,000 unique visits since launch (35,000 in first week)
- Average 10 pages per visit
- Vast majority of traffic (50%) is coming in through bookmarks which may be heavily weighted with “industry insiders”



CalHospitalCompare: 1 Year Later

- But after a year, it appears that more are reaching the site through searches
- Tide may be turning to more consumers and those outside of the industry reaching the site



Campaign Objectives

- Increase awareness/encourage hospital participation
- Drive traffic to site/increase use of data in hospital choice decisions
- Learn

Strategy

- Target audience: Expectant mothers in San Francisco Bay Area

(Maternity is a “shop-able” condition with young, Internet-savvy population)

- Media: Primarily online
- Message:
 - Tap into desire for more information
 - Reassure users that ratings are unbiased and independent

Outreach Strategy

- Online media
 1. Placement
 - Display ads
 - Text ads
 2. Search terms
 - Key word searches trigger text ads
 3. Branded e-mails
- Event sponsorship



**C-SECTION
RATES?**

At one San Diego area
hospital, it's **1 in 4.**

At another, it's **1 in 8.**

CalHospitalCompare.org



C-SECTION RATES?

At one San Diego area
hospital, it's **1 in 4**.

At another, it's **1 in 8**.

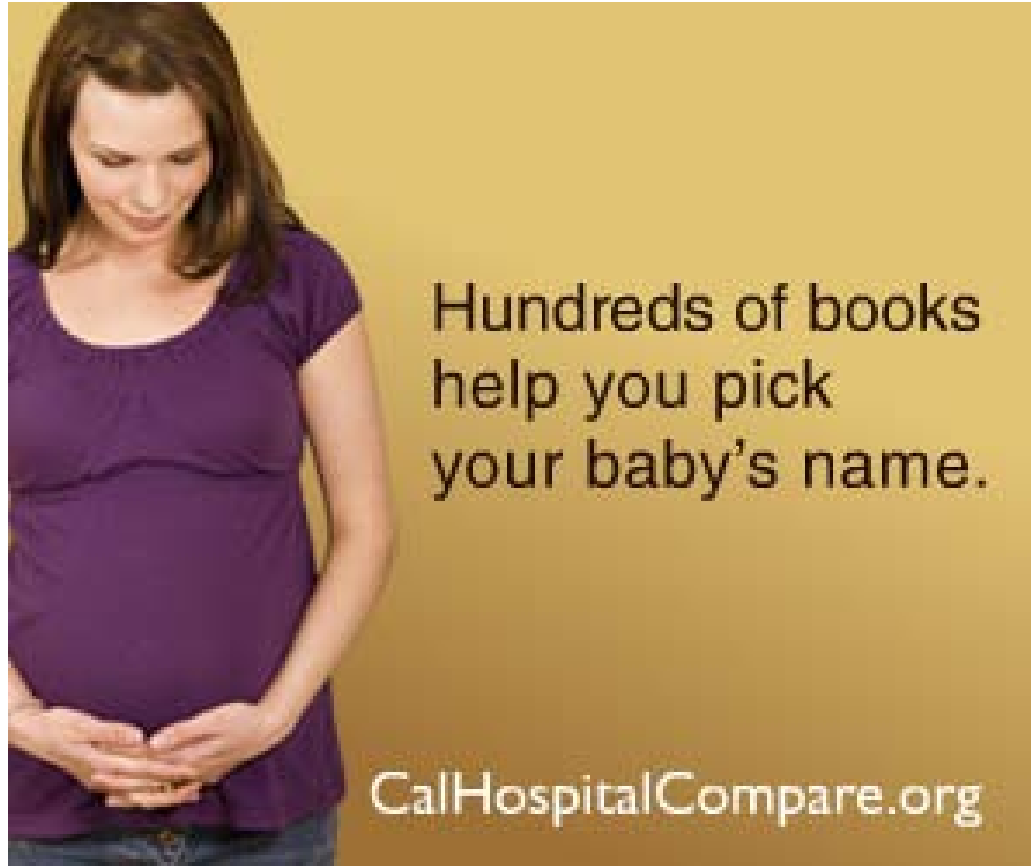
WHICH IS WHICH?

CalHospitalCompare.org

CalHospitalCompare.org

CALIFORNIA HEALTHCARE FOUNDATION

Your source for unbiased, independent ratings of hospital quality – including maternity services.

A pregnant woman with long brown hair, wearing a purple short-sleeved shirt, is shown from the waist up. She is looking down at her belly, which she is holding with both hands. The background is a solid light brown color. To the right of the woman, there is text in a black sans-serif font. At the bottom right of the image area, there is a website URL in a white sans-serif font.

Hundreds of books
help you pick
your baby's name.

CalHospitalCompare.org

A pregnant woman with long brown hair, wearing a purple short-sleeved shirt, is looking down at her belly with her hands clasped. The background is a solid light brown color. To the right of the woman, the text "But what's out there to help you pick a hospital?" is written in a black, sans-serif font. Below this text, the website address "CalHospitalCompare.org" is written in a white, sans-serif font.

But what's out there to help you pick a hospital?

CalHospitalCompare.org

We can help.

CalHospitalCompare.org

CALIFORNIA HEALTHCARE FOUNDATION

Your source for unbiased, independent
ratings of hospital quality – including
maternity services.

Find the best
hospital for you.

 **CalHospitalCompare.org**
CALIFORNIA HEALTHCARE FOUNDATION



Search Campaign

- Google and Yahoo
- Categories of key words
 - Names of Bay Area hospitals
 - Searches for “hospital reviews”
 - Maternity/pregnancy terms (e.g., C-section, NICU, etc.)

Bay Area Hospitals

Find independent quality ratings of maternity care at Bay Area hospitals.
www.calhospitalcompare.org

Learn About Maternity Care

Compare Bay Area hospitals for C-section rates and quality of care.
www.calhospitalcompare.org

Branded E-Mails

Targeted e-mails to
subscribed lists via
relevant brands

vital juice daily
THIRST FOR A HEALTHY LIFE

FITNESS | HEALING | NUTRITION | BEAUTY | GREEN LIVING | DO GOOD

California Hospital 411

Tuesday, June 24, 2008

send to a friend

- Send to a friend
- Subscribe
- Unsubscribe
- Go to Vital Juice

You've spent hours deciding the best items to pack in your hospital bag for the big day (comfy slippers? check.). But how can you be sure you're taking it to the best hospital?

vital tip

You can use [CalHospitalCompare.org](#) to look up hospital information based on location (what hospitals are nearby), medical condition (heart attack, maternity, pneumonia, etc.) or specific hospital name. Give it a try!

Thanks to [CalHospitalCompare.org](#) you don't have to get lost in a sea of Google searches to find out how your local hospitals stack up. Bay Area residents can compare the performance of 40 local hospitals on a variety of useful quality measures, including maternity services. Specifics include:

- * Maternity Care Patient Experience:** Overall, how do maternity patients rate the hospitals where they gave birth?
- * C-Section rates:** Some hospitals encourage C-sections more often than others. Find out what percentage of each hospital's births are by C-section.
- * Rates of vaginal births among mothers who have had a C-section previously:** If you've had a C-section and really want to try to have a vaginal birth, you need to choose a hospital where it's more likely to happen.
- * Breastfeeding rates:** Compare the percentage of women who are breastfeeding when they leave Bay Area hospitals.
- * Regional Neonatal Intensive Care Units:** If you have a high risk pregnancy, find a hospital that offers a full range of NICU services for severely ill newborns.

Check out [CalHospitalCompare.org](#) to compare.

What's a [Branded Juice](#) email?

[The Revolution Health Card](#)

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The material in this newsletter is for informational purposes only, and is not a substitute for medical advice, diagnosis or treatment provided by your own physician or other qualified health provider.

Event Sponsorship

Having a Baby in the San Francisco Bay Area?
 Find the Hospital That's Right for You at CallHospitalCompare.org

Choosing just the right hospital to deliver your baby can be one of the most important decisions you make. You can help. CallHospitalCompare.org is your source for unbiased, independent ratings of hospital quality.

CallHospitalCompare.org includes reviews for key delivery measures — such as the rate of C-sections (based on the percentage of babies being born) upon discharge. You can also find ratings from past baby patients about their hospital experiences.

A list of the Bay Area hospitals called on the site is shown in gray are not rated because they are not participating in this voluntary process.

Find the best hospital for you.

CallHospitalCompare.org
 CALIFORNIA HEALTHCARE FOUNDATION

C-SECTION RATES?

At one Bay Area hospital, it's **1 in 4.**

At another, it's **1 in 10.**

CallHospitalCompare.org
 CALIFORNIA HEALTHCARE FOUNDATION

Workshops, Resources, Shopping, and more at the San Francisco Birth & Baby Fair
 Saturday, September 6th - 10am - 3pm

Dear Rachel,

If you're expecting or just had your baby, the Maternity Exchange and sponsored by Global Strategies, LLC & Lori D'Amadio, is the perfect opportunity to explore the latest resources in the SF area. Check out webinars, books, and more!

FREE Workshops

Are you pregnant or just had your baby? Looking for options to the traditional hospital birth? Don't forget to sign up for our exclusive "Free Birth & Baby Fair" opportunity to explore the latest resources in the SF area. Check out webinars, books, and more!

IN THIS CASE

Join Our "Healthy Kid"

Hope to see you there!
 Bobb & Doreen

THE SF BIRTH & BABY FAIR IS PRESENTED BY

PICK UP YOUR COMPLIMENTARY PASSES!

We need to make this event accessible to everyone. Pick up complimentary passes from our sponsors at their locations.

General Admission & Premium (includes all-day parking meter)

Location:
 1101 Valencia St. (at 17th St.)
 San Francisco, CA 94119
 415.239.2663
www.SFBirthAndBabyFair.com

AAA access groups in many States of California, including Nevada and Oregon. Absent services such as long and wide roads, and alternative routes.

San Francisco (includes the city and the area around it) is the only city in the world that has a public transportation system, including the city's public transit system, including the city's public transit system, including the city's public transit system.

OUR MAIN EVENT SPONSOR

Have you figured out the best hospital to give birth?

Thanks to CallHospitalCompare.org, you can get unbiased, independent ratings of your local hospital.

San Francisco Birth & Baby Fair
 Saturday, Sept 6th • 10am - 3pm
 Fort Mason Conference Center
 89 Marina Blvd., San Francisco, CA 94123

Admission: \$5 • FREE passes available from most sponsors & available via www.BirthAndBabyFair.com

THE COPSY PILLOW
 Sports Basement



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HEALTHCARE
FOUNDATION

Results & Findings

Ads Matter

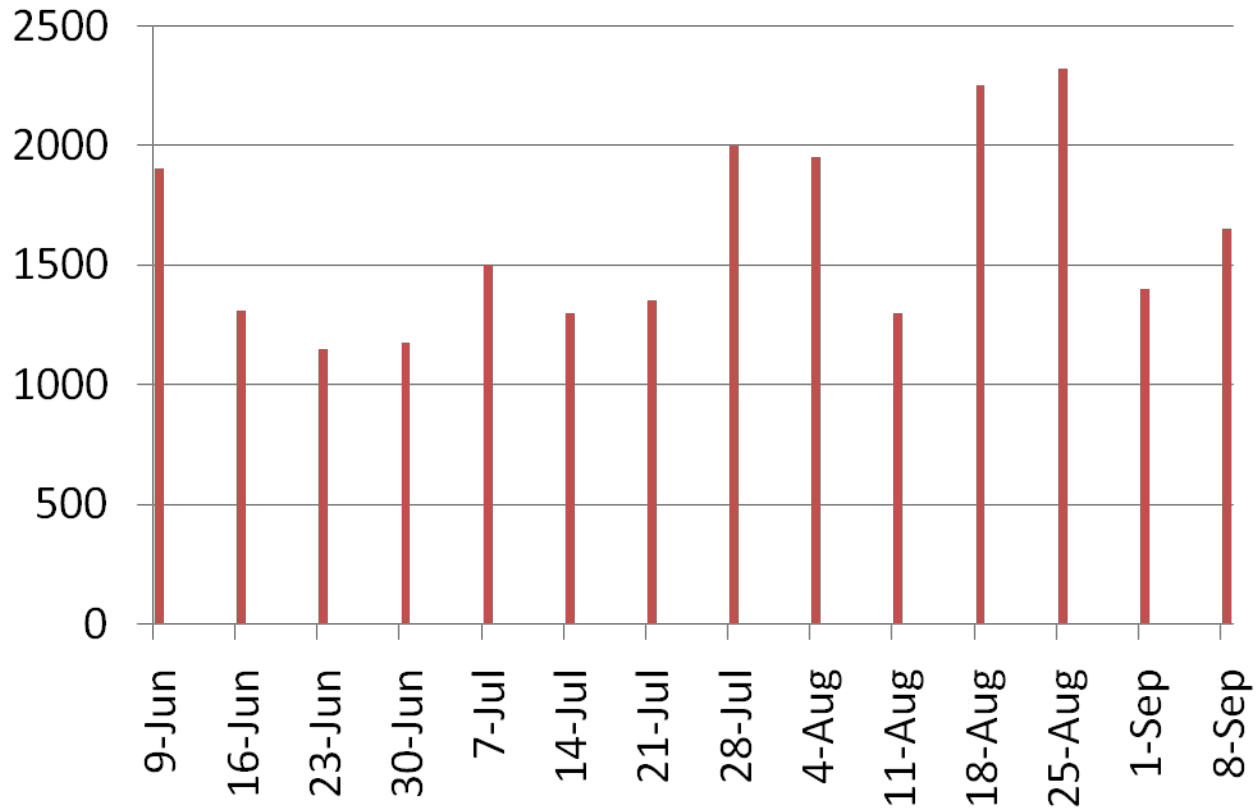
- Display:
 - Over 14 million impressions
 - Over 12,000 “new” clicks
- Search:
 - 1.3 million impressions
 - Over 13,000 clicks
- Branded e-mails:
 - 10,000 impressions
 - 100 clicks

Traffic

Top 3 Bay Area Hospitals	Page Views
El Camino	664
UCSF Moffit/Long	597
California Pacific Med Center	592

Top 3 Non-Bay Area Hospitals	Page Views
San Gabriel Valley	103
Cedars Sinai	103
KP South Bay	87

Traffic to Campaign Landing Page



Placement Locations Matter

	Cost Per 1000 Impressions	Cost Per Click
SF Weekly	\$13.20	\$30.67
SF Chronicle	\$12.95	\$15.88
SJ Mercury News	\$35.02	\$28.87
CC Times	\$28.99	\$23.71
Citysearch	\$4.84	\$24.75
Yelp	\$16.58	\$32.68
Google	\$1.06	\$5.46
Yahoo	\$2.32	\$1.28

Getting the Wording Right

	Color of Baby's Room	C-Section	Baby Names	Static
Impressions	2,920,947	4,231,990	3,339,103	2,350,506
Clicks	1,962	5,553	2,388	3,130
CTR	.07%	.13%	.07%	.13%

Campaign Objectives Matter

	Total Impressions	Total Clicks	CTR	Avg. CPM	Avg. CPC
Google Placement	4,928,728	777	.02%	\$1.10	\$6.98
Google Content	303,702	242	.08%	\$.46	\$.58

Flexibility Matters

	Total Impressions	Total Clicks	CTR	Avg. CPM	Avg. CPC
Yahoo Right Media	2,884,096	5,789	.20%	\$2.54	\$1.14
Others	9,365,114	2,979	.03%	\$5.63	\$17.70

Size Matters

Ad Size/Shape	CTR
Rectangles/Squares	.13%
Leaderboards	.06%
Skyscrapers	.08%

Most Viewed Most Emailed

(From the last 12 hours) [RSS](#)

1. In Oakland, man on sidewalk killed when car fleeing police loses...
2. Gas price 'bubble' could burst this summer
3. Oakland man shoots would-be burglar
4. Police ID Southland Mall slay suspect
5. PG&E announces two rate hikes
6. Man hospitalized after West Oakland shooting

80 years ago, but we prefer the vastly tastier alternatives being cooked up everywhere these days, from San Francisco's Bacar to Oakland's Levende East. These baby burgers straddle the line between comfort food and chic cuisine. Aioli-dolloped, mint-scented, challah-topped options are even popping up at chic receptions — alongside buffet lines of vibrant salads,

Top quality ingredients set modern sliders apart from the daily grind. At Bacar, the rolls are from scratch and the patty is a mixture of Angus beef and rib-eye trimmings. Executive chef Robbie Lewis wasn't trying to get into the burger biz, but he found the idea of sliders on a bar menu too irresistible.

"With housemade pickles, rolls and potato chips, it's pretty artisanal," he says, "but still a perfect little burger. They're tasty, they're delicious. We personally eat a lot of them."

So does his clientele. The petite version has all the appeal of a big, drippy burger without the drippiness. Or the heft.

"It's probably really the ease in eating them," says Lewis. "You're not wrestling a big burger, keeping it pressed together. You

Advertisement



can be engaged with whomever you're hanging out with, and you can enjoy a cheeseburger without being dialed into whether you're going to drip pickles and cheese down your tie."

Sliders are popular in Pleasanton too, where Eddie Papa's American Hangout uses a steakhouse charbroiler to produce flash-grilled mini-patties, blackened on the outside, still pink in the center, served atop lofty dinner rolls from Pleasanton's Bibiane Bakery.

It's fine to use good store-bought rolls, says Jamie Lauren, the executive chef at Absinthe, the San Francisco brasserie and bar. Just make sure you add some sizzle to that slider.

Lauren blends ground chuck with ground steak trimmings and fatback — the fatty part of bacon — and tops it with spicy, caramelized onions and aioli before tucking the divine results into a Hawaiian sweet roll. Add some crumbled Gorgonzola, and it's a high-end burger experience with a



Sean Kareem Randall's lamb sliders with onion chutney, homemade cumin scented pickles, and...

1 2 3 »

More

- [Forum: Food](#)
- [Browse local food events](#)
- [More recipes](#)
- [More food and wine](#)

Related

Jun 10:

- [Recipe: Sliders with quvere](#)
- [Recipe: Absinthe Sliders](#)

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& More!

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FORD (Cars) Click for Details


MITWSUBISHI 2007 EXLISPE GT (Cars) Click for Details

SATURN 1998 SL2 (Cars) \$2980, 30+mpg, 5spd

CalHospitalCompare.org
CALIFORNIA HEALTHCARE FOUNDATION

Your source for unbiased, independent ratings of hospital quality – including maternity services.

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 **San Jose, CA** Now:65°F High:85°F Low:54°F 5-day forecast

Get weather for:

Life & Style

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Kefta tagine with lemon and cilantro

This meatball-like tagine can be prepared ahead, then refrigerated and reheated. Serve it with crusty bread, couscous or a salad.

More Mercury News headlines

- Vet removes 35-pound tumor from potbellied pig at animal sanctuary
- Peanut butter chiffon pie
- Study: Otter population on rise but still too low
- If you can't stand the heat, don't watch 'Chef' finale
- Some things to consider before buying a tagine
- Kefta tagine with lemon and cilantro

Warriors: David Stern and the Illusion of Openness
Docu-Drama: Yahoo answers employees' FAQs about severance plan
Sharks: In Toronto, Wilson talks about his time in San Jose
Docu-Drama: Blue Coat under 'formal' SEC investigation; ex-officer issued subpoena

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Steve Yvaska

Antiques columnist

Donna Kato

Fashion

Male Call

Advice from a guy

Linda Goldston

Animal friends

Laurie Daniel

Wine

Travel

When food crosses the line

Jamie Mitchell offered to eat the illicit ham on the spot, but the border official wouldn't allow it.



Ride VTA's Frequent 15

- Service every 15 minutes during peak hours
- A great solution to high gas prices
- Transit is the **GREEN** way to go.



Names Matter

	Specific Hospital Searches	General Hospital Searches	Birthing/ C-Section	Pregnancy/ Maternity
Impressions	656,175	173,060	144,043	233,645
Clicks	12,054	924	405	187
CTR	1.84%	.53%	.28%	.08%

Cost Matters

	Total Impressions	Total Clicks	CTR	Avg. CPM	Avg. CPC
Vital Juice Daily (branded e-mail)	1,000	60	6%	\$500	\$8.33
Merc News (branded e-mail)	9,424	51	.54%	\$100.81	18.63
Yahoo Right Media (display ads)	2,884,096	5,789	.20%	\$2.54	\$1.14

Final Thoughts

- There is an audience for quality Web sites, but their information needs are often condition specific
- Medium and message must be targeted for the individuals you are trying to reach
- Audience almost certainly extends beyond maternity

Future CHCF Efforts

- Continue to advance transparency – in an open, credible way
- Help consumers to use available information to make good health care choices
- Track and report progress - improvement in health care delivery - over time

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- **Media and Messaging**
- Questions and Answers
- Using Social Marketing Principles
- Questions and Discussion

Getting Media Interest...



A Few General Thoughts

- Would Mom understand?
- Translating data or research doesn't compromise science
- Makes findings more relevant
- Helps the reporter sell the story to an editor



Hail the Abstract or Executive Summary!

- Serves as entry point to the data for press
- Helps the reporter determine if it's news and its magnitude
- Makes it easy to formulate questions
- Bottom line: Clarity starts here!



Options for Getting the Information Out

- Press release
- Targeted pitch
- Event – real or virtual
- Write articles/commentaries
- Encourage others to write articles/commentaries
- Community open houses
- New media - Facebook, Twitter, etc.

Be creative!

So you've got media interest...

What happens now?



Health Reporters- When You've Met One, You've Met One

- Health and medical issues are increasingly complex
- Broader coverage areas
- Greater competition
- Faster news cycles – Internet
- Competition with bloggers, Twitter, etc.
- Association of Healthcare Journalists



Common Myths

- Media is our partner

- Media is our enemy

- Trade press reporters know/understand health care well

- General press reporters don't know/understand health care well
 - Corollary: TV reporters are all flash, no substance

- Local media

Establishing Ground Rules

■ Type of interview

- On the record
- Off the record
- On background
- Confidentiality?

■ Timing of interview

- You don't have to talk to the reporter immediately
- However, ask and respect his or her deadline

■ What is the story about?

- Questions to ask
- AHRQ public affairs can help



Packaging Your Information

- Make it concrete for reporters
 - Use real examples
 - Emphasize the good...
 - But don't shy away from the bad
- Try to avoid presenting victims and villains
- Take time to explain your data and the implications
- Offer to be a resource - provide other sources and assistance with data



Packaging Your Expertise

■ Messages

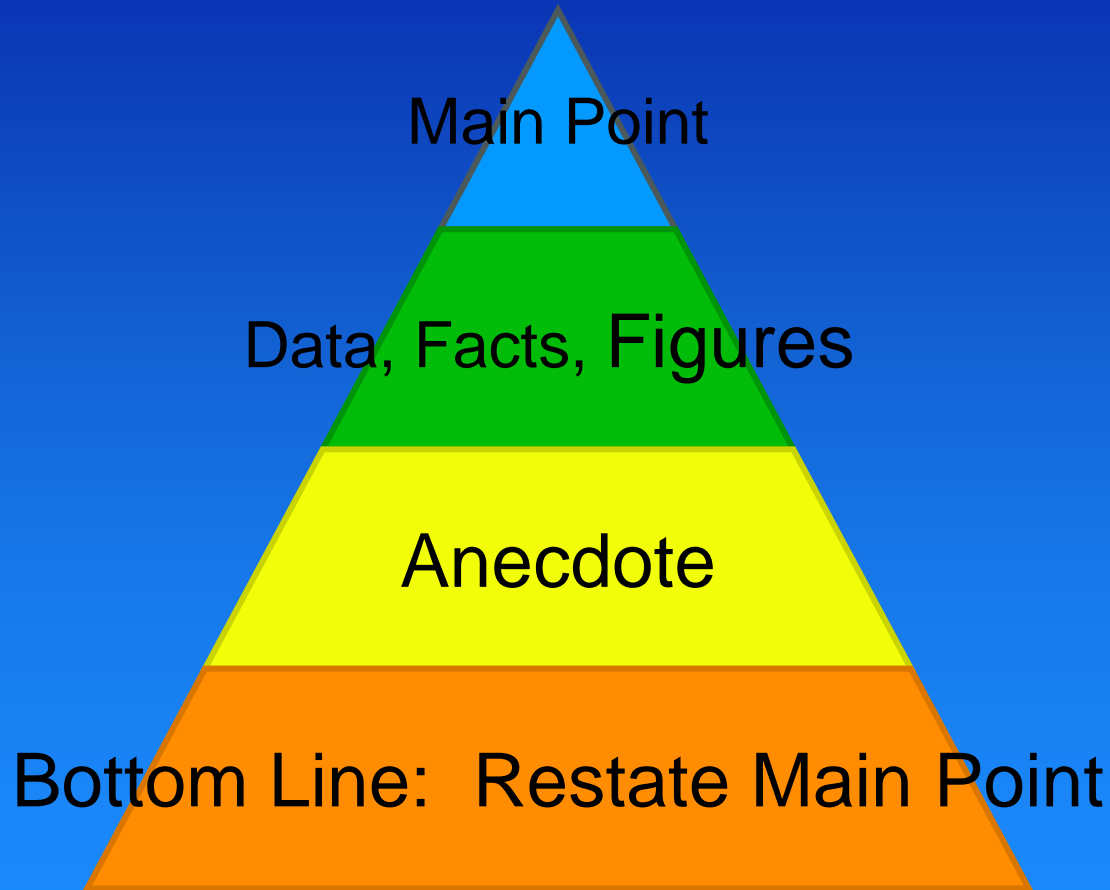
- “An interview is no time for an original thought.”

■ Speaking style

- Speak concisely
- No jargon
- Sound bites can help
- Find your own comfort level

■ Practice makes perfect

Anatomy of a Message





Nevada Hospital Association

Press Release and Messages

Nevada Hospitals Show Mixed Results on Hospital Report Card

Surgical Care Ranks High; Room for Improvement in Other Areas



Few patients died or had uncontrolled bleeding after surgery, and births were generally successful with or without the use of instruments in Nevada hospitals, according to a new report designed to evaluate the quality of care they provide.

The report, which was released today by the Nevada Hospital Association today, measures how hospitals perform on a number of measures, including death among surgical patients, infections, bleeding and blood clots after surgery, as well as how many patients develop pneumonia and other respiratory problems while in the hospital.

While Nevada's 40 hospitals on average did well on surgery and post-surgical care, the report found that the 40 hospitals need to work on other areas such as pressure ulcers, pneumonia, and infections.

Hospitals will be taking action to improve care by.....



Nevada Hospital Report Messages

1. Few patients died or had uncontrolled bleeding after surgery, and births were generally successful with or without the use of instruments in Nevada hospitals
2. The report uses the Patient Safety Indicators, developed by the Agency for Healthcare Research and Quality. They include measures of death among surgical patients, infections, bleeding and blood clots after surgery, as well as how many patients develop pneumonia and other respiratory problems while in the hospital.
3. Nevada hospitals did not do as well on other measures in the report, such as pressure ulcers, pneumonia, and infections.
4. Nevada hospitals will be taking the following steps to improve their performance on this report.



Things to Remember

- KISS – Keep It Short and Simple
- Answer yes or no questions with “Yes,” “No,” or “There isn’t a yes or no answer” and then bridge
- Never say “No comment”
- Never try to fake an answer. If you don’t know, admit it. (Suggest where the reporter might find it)
- Don’t repeat the negative; put it aside and bridge



Things to Remember

- Use pre-determined stories, analogies, etc.
- Take advantage of the question: “Do you have anything to add?”
- Don’t get angry or impatient – try to move the conversation along
- Be confident and friendly
- Use voice and body language



Preparing for Close Encounters of the Worst Kind...

- 3 Words: Prepare, Prepare, Prepare
 - Know your messages
 - Know your Qs & As
 - “Bridging”
- Correction vs. Clarification
- Public affairs people can help!



Code of Ethics

- Honoring embargos
- Editorial philosophy varies by company
- Editorial style varies by company and editors
- Credentials
- They need us as much as we need them...

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- **Using Social Marketing Principles**
- Questions and Discussion



Using Social Marketing Principles

- Social marketing is the application of commercial marketing principles and practices to support socially desirable objectives and behaviors
- It has been used extensively in health, particularly to shape “healthy behaviors”



Using Social Marketing Principles

- Social marketing involves:
 - Identifying your *audience(s)*
 - Identifying the *behaviors* you want them to take
 - Identifying the *benefits* your audience believes they can get from your report
 - Identifying the *barriers* your audience will perceive in enacting the behaviors we mentioned



Using Social Marketing Principles

- Social marketing involves:
 - *Motivating* your audience to take desired behaviors by stressing benefits and overcoming barriers
 - Identifying *when* the audience will need the report
 - Identifying how to *position* the report



Using Social Marketing Principles

- Identifying your audience(s)
- In this presentation, we are focusing on the public as the primary audience, but you will have others as well
- But you are more likely to reach a more specific audience, such as people within a certain age range, gender, home location, etc.



Using Social Marketing Principles

- Build your product to match the needs THEY perceive they have
- Position your product so it is easily accessible to them
- Promote your product by stressing the benefits THEY perceive will be most important



Using Social Marketing Principles

- Be clear about the specific behaviors you want people to take:
 - Accessing the report
 - Spending time looking at the report
 - Using the data in some way
 - Talking to other people about the report



Using Social Marketing Principles

- Most people do not yet recognize the *benefits* of using comparative quality information
- This means we have to present those benefits so they resonate with the audience
- Emotional as well as rational benefits are important to highlight



Using Social Marketing Principles

- When we believe in something, it is hard for us to see the *barriers* that others perceive to using it
- Your audience will perceive barriers; you need to learn about them and acknowledge them
- Report design is a way to reduce barriers
- But there may be others, particularly to *using* quality information



Using Social Marketing Principles

- *Motivation* is key
- We motivate by actively promoting the benefits of the report to the audience, while neutralizing or overcoming the barriers
- One reason we “segment” our audience involves identifying a group that will be, relatively, easy to motivate



Using Social Marketing Principles

- With respect to *timing*, quality reports are unusual
- We cannot predict when people will want and need to use them
- So we have to position and promote sites so people know they are there and kind find them when needed



Using Social Marketing Principles

- Positioning: Where should your report be placed?
- A trusted site is critical; branding is an important long-term strategy
- Make it easy for people to find your site, wherever it is

Questions

To ask questions of our speakers, please:

- At any time, post your questions in the Q&A box on the right-hand side of your screen and press “send” to “all panelists”

OR

- Click the “raise your hand” button to be unmuted and introduced to verbally ask a question





Next Web Conference

Evaluation of Your Public Reporting Program

May TBD, 2009

Judy Hibbard, University of Oregon

Shoshanna Sofaer, Baruch College

Beth Eastman, Agency for Health Care Administration, Florida
Center for Health Information and Policy Analysis

You are welcome to invite others from your organization



For More Information

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QILI Evaluation

- Please fill out the evaluation form that will pop up on your screen after you leave the Web conference.

- Thank you for your participation!



Today's Learning Objectives

Participants will learn:

- Key steps in establishing and maintaining positive working relationships with print and electronic media
- How to frame stories for the media that will interest them enough to use
- The basic elements of social marketing as an approach to promoting and disseminating comparative quality reports
- How advertising can contribute to promotion and dissemination, including Web advertising
- How to learn about which advertising and promotion strategies are working best for you
- How outreach through community organizations can contribute to your promotion and dissemination efforts.