

Spreading the Word Like a Virus

Challenges and Success Promoting Health Care Data

Sam Vanous Ph.D.

Mike Martin MBA

Lori Savoie

Utah Department of Health

Challenges

- Public engagement
- Readability
- Diversity of audience
- Cost
- Provider voice
- Measuring success

Challenges

⦿ Public engagement

- The public must be interested
- The topic must be relevant to the consumer

⦿ Readability

- The consumer must be able to understand
- The grade level and jargon of the report must be considered
- Websites should utilize standards for readability (font, colors, etc...)

Challenges

- ⦿ Diversity of Audience
 - Race, gender, age
 - Rural vs. urban
 - Some topics are targeting certain populations, this should be kept in mind when creating reports
- ⦿ Cost
 - Collecting data
 - Reporting data

Challenges

⦿ Provider voice

- Managing your agenda with the provider's agenda

⦿ Measuring success

- Many times measurement is difficult
- Depends upon format of the report (web, brochure, lengthy report)

Overcoming Challenges

- Public engagement
- Readability
- Diversity of audience
- Cost
- Provider voice
- Measuring success

Overcoming Challenges

- ⦿ Public engagement
 - Listen to the audience
 - Community organizations
 - Non-profits
- ⦿ Readability
 - Focus groups
 - Provider and payer input
 - Audience feedback

Overcoming Challenges

- ◎ Diversity of audience
 - Web Portal: new technology
 - Many formats (web, brochures, pdf, etc...)
 - Distribute reports where audience can see them (offices, community centers, libraries, etc...)
- ◎ Cost
 - Cost sharing with payers for data collection and producing reports if possible
 - Formats of reports

Overcoming Challenges

⦿ Provider voice

- Yearly meetings to ensure that the provider voice is being heard
- Constant communication with providers
- Utilize suggestions, they know their clients

⦿ Measuring Success

- Website visits
- Comments on stories in media
- Focus groups
- Data trends

Spreading the Word

Media

- Twelve news releases and one news advisory have been sent to media since November 2005
- One news conference has been held announcing release of the first facility comparison report (Dec. 2005)
- Two major newspapers in Utah have publicly endorsed the comparison reports

Spreading the Word

🕒 Interviews

- Nearly 40 interviews have been conducted by staff with various media
- Nearly 50 stories have been published in major state newspapers
- Establish relationships with local healthcare reporters

Spreading the Word

⦿ Brochures

- Abbreviated version
- Team with other departments and reports
 - Baby Your Baby
 - Department of Insurance
- Send them where the audience is (report for seniors sent to senior centers)

Spreading the word

◉ Web outreach

- ◉ <http://www.utah.gov>
- ◉ <http://health.utah.gov>
- ◉ <http://www.ksl.com>
- ◉ <http://www.nahdo.org>
- ◉ <http://health.utah.gov/myhealthcare>
- ◉ <http://www.consumerhealthratings.org>
- ◉ <http://www.talkingquality.gov/compendium>
- ◉ [70+ websites link to report](#)

Suggestions

- ⦿ Know your audience
 - Each report is different
- ⦿ Establish relationship with payers
- ⦿ Reduce cost by utilizing more affordable formats
 - This not only cuts costs for the current year, but the following years are much easier to change
- ⦿ Utilize every method possible to spread the word (web, media, brochures, etc...)