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
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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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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- Questions and Discussion
Marketing and Promoting Public Reports
CalHospitalCompare.org
### Critical Care

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>State Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICU Mortality Rate</td>
<td>16.20%</td>
<td>13.16%</td>
</tr>
<tr>
<td>Respirator Complication Prevention</td>
<td>93%</td>
<td>85%</td>
</tr>
<tr>
<td>Patient's head elevated</td>
<td>99%</td>
<td>93%</td>
</tr>
<tr>
<td>Peptic ulcer medication given</td>
<td>99%</td>
<td>95%</td>
</tr>
<tr>
<td>Blood clot prevention performed</td>
<td>95%</td>
<td>93%</td>
</tr>
</tbody>
</table>

### Patient Safety

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>State Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surgical Care Measures</td>
<td>97%</td>
<td>92%</td>
</tr>
</tbody>
</table>

**Infection Prevention**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Current</th>
<th>State Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriate timing of antibiotic</td>
<td>98%</td>
<td>93%</td>
</tr>
<tr>
<td>Use of appropriate antibiotic</td>
<td>93%</td>
<td>96%</td>
</tr>
<tr>
<td>Appropriate discontinuation of antibiotic</td>
<td>94%</td>
<td>87%</td>
</tr>
</tbody>
</table>
Limited Consumer Interest

Among all respondents, those who...

<table>
<thead>
<tr>
<th></th>
<th>SAW RATING INFORMATION</th>
<th>BASED ON THESE RATINGS CONSIDERED A CHANGE</th>
<th>BASED ON THESE RATINGS ACTUALLY MADE A CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitals</td>
<td>2004 23%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>2007 23%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Health plans</td>
<td>2004 27%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>2007 26%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Physicians</td>
<td>2004 14%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>2007 22%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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”

![Source](chart.png)
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.

![Source Chart]

- Search Engine: 40%
- Bookmark: 27%
- All Other: 33%
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.
Hundreds of books help you pick your baby’s name.

CalHospitalCompare.org
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
Event Sponsorship
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

<table>
<thead>
<tr>
<th>Top 3 Bay Area Hospitals</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Camino</td>
<td>664</td>
</tr>
<tr>
<td>UCSF Moffit/Long</td>
<td>597</td>
</tr>
<tr>
<td>California Pacific Med Center</td>
<td>592</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 3 Non-Bay Area Hospitals</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Gabriel Valley</td>
<td>103</td>
</tr>
<tr>
<td>Cedars Sinai</td>
<td>103</td>
</tr>
<tr>
<td>KP South Bay</td>
<td>87</td>
</tr>
</tbody>
</table>
Traffic to Campaign Landing Page
# Placement Locations Matter

<table>
<thead>
<tr>
<th></th>
<th>Cost Per 1000 Impressions</th>
<th>Cost Per Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF Weekly</td>
<td>$13.20</td>
<td>$30.67</td>
</tr>
<tr>
<td>SF Chronicle</td>
<td>$12.95</td>
<td>$15.88</td>
</tr>
<tr>
<td>SJ Mercury News</td>
<td>$35.02</td>
<td>$28.87</td>
</tr>
<tr>
<td>CC Times</td>
<td>$28.99</td>
<td>$23.71</td>
</tr>
<tr>
<td>Citysearch</td>
<td>$4.84</td>
<td>$24.75</td>
</tr>
<tr>
<td>Yelp</td>
<td>$16.58</td>
<td>$32.68</td>
</tr>
<tr>
<td>Google</td>
<td>$1.06</td>
<td>$5.46</td>
</tr>
<tr>
<td>Yahoo</td>
<td>$2.32</td>
<td>$1.28</td>
</tr>
</tbody>
</table>
## Getting the Wording Right

<table>
<thead>
<tr>
<th>Impression</th>
<th>Color of Baby’s Room</th>
<th>C-Section</th>
<th>Baby Names</th>
<th>Static</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>2,920,947</td>
<td>4,231,990</td>
<td>3,339,103</td>
<td>2,350,506</td>
</tr>
<tr>
<td>Clicks</td>
<td>1,962</td>
<td>5,553</td>
<td>2,388</td>
<td>3,130</td>
</tr>
<tr>
<td>CTR</td>
<td>.07%</td>
<td><strong>.13%</strong></td>
<td>.07%</td>
<td><strong>.13%</strong></td>
</tr>
</tbody>
</table>
## Campaign Objectives Matter

<table>
<thead>
<tr>
<th></th>
<th>Total Impressions</th>
<th>Total Clicks</th>
<th>CTR</th>
<th>Avg. CPM</th>
<th>Avg. CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Placement</td>
<td>4,928,728</td>
<td>777</td>
<td>.02%</td>
<td>$1.10</td>
<td>$6.98</td>
</tr>
<tr>
<td>Google Content</td>
<td>303,702</td>
<td>242</td>
<td>.08%</td>
<td>$.46</td>
<td>$.58</td>
</tr>
</tbody>
</table>
## Flexibility Matters

<table>
<thead>
<tr>
<th></th>
<th>Total Impressions</th>
<th>Total Clicks</th>
<th>CTR</th>
<th>Avg. CPM</th>
<th>Avg. CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo Right Media</td>
<td>2,884,096</td>
<td>5,789</td>
<td>.20%</td>
<td>$2.54</td>
<td>$1.14</td>
</tr>
<tr>
<td>Others</td>
<td>9,365,114</td>
<td>2,979</td>
<td>.03%</td>
<td>$5.63</td>
<td>$17.70</td>
</tr>
</tbody>
</table>
## Size Matters

<table>
<thead>
<tr>
<th>Ad Size/Shape</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangles/Squares</td>
<td>.13%</td>
</tr>
<tr>
<td>Leaderboards</td>
<td>.06%</td>
</tr>
<tr>
<td>Skyscrapers</td>
<td>.08%</td>
</tr>
</tbody>
</table>
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 dripiness. 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 can be engaged with whomever you're hanging out with, and you can enjoy a cheeseburger without being dialled 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 Bibiana 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
**Life & Style**

**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.

**Columnists**

**Dear Abby**
Advice

**Bruce Newman**
Alarms & Diversions

**Donna Kato**
Fashion

**Linda Goldston**
Animal friends

**Home Plates**
Recipes and food tips

**Steve Yuaska**
Antiques columnist

**Male Call**
Advice from a guy

**Laurie Daniel**
Wine

**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

**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.
# Names Matter

<table>
<thead>
<tr>
<th></th>
<th>Specific Hospital Searches</th>
<th>General Hospital Searches</th>
<th>Birthing/ C-Section</th>
<th>Pregnancy/ Maternity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impressions</strong></td>
<td>656,175</td>
<td>173,060</td>
<td>144,043</td>
<td>233,645</td>
</tr>
<tr>
<td><strong>Clicks</strong></td>
<td>12,054</td>
<td>924</td>
<td>405</td>
<td>187</td>
</tr>
<tr>
<td><strong>CTR</strong></td>
<td><strong>1.84%</strong></td>
<td>.53%</td>
<td>.28%</td>
<td>.08%</td>
</tr>
</tbody>
</table>
## Cost Matters

<table>
<thead>
<tr>
<th></th>
<th>Total Impressions</th>
<th>Total Clicks</th>
<th>CTR</th>
<th>Avg. CPM</th>
<th>Avg. CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vital Juice Daily</td>
<td>1,000</td>
<td>60</td>
<td>6%</td>
<td>$500</td>
<td>$8.33</td>
</tr>
<tr>
<td>(branded e-mail)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merc News</td>
<td>9,424</td>
<td>51</td>
<td>.54%</td>
<td>$100.81</td>
<td>18.63</td>
</tr>
<tr>
<td>(branded e-mail)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>.20%</td>
<td>$2.54</td>
<td>$1.14</td>
</tr>
<tr>
<td>(display ads)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Questions

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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

Main Point

Data, Facts, Figures

Anecdote

Bottom Line: Restate Main Point
Nevada Hospital Association

Press Release and Messages
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.............
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…
Questions

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- Using Social Marketing Principles
- Questions and Discussion
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
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
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

- **QI Learning Institute Web Forum:**
  [https://ahrqqili.webexone.com/](https://ahrqqili.webexone.com/)

  Login Name: First letter of first name followed by last name; capitalize first two letters (Example: JGeppert)

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- **QI Learning Institute E-Mail:**
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- **QI Web Site:**

- **QI Support E-Mail:**
  [support@qualityindicators.ahrq.gov](mailto:support@qualityindicators.ahrq.gov)
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.