

Relationship Building

UnitedHealthcare of Wisconsin

Challenge: To increase the visibility of the largest health insurer in the state by building and strengthening its relationships with key leaders in Wisconsin's business and insurance industries and among the media.

Target: Leaders in Wisconsin business and insurance companies, local media.

Solution: Bottom Line developed a relationship building and media relations plan, and provided ongoing strategic counsel by leveraging its extensive network of health care contacts throughout the state on behalf of UnitedHealthcare. Bottom Line identified and scheduled meetings to connect UnitedHealthcare executives with target audience members. Bottom Line also created agendas and leave-behind materials to use during key meetings.

To increase visibility in the local media, Bottom Line pitched stories highlighting the benefits of working with a highly integrated insurer, like United Healthcare, which has access to extensive resources.

Outcome: UnitedHealthcare saw an increase in Wisconsin media coverage. One story on its unique pill splitting program was picked up by the Associated Press news wire and appeared on the Associated Press/Yahoo's Web site. Executives also utilized the meetings that Bottom Line scheduled to establish stronger relationships, leading to a more visible statewide presence for the company.