

## ***Strategic Public Relations Counsel***

### **ThedaCare**

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**Challenge:** To strategically place a Wisconsin health care provider as a leader in its industry by positioning it as a driving force in health care quality improvement.

**Target:** Business leaders, government officials, health care purchasers, industry experts, opinion leaders, and statewide and national media.

**Solution:** Bottom Line worked with ThedaCare™ to frame a debate that demonstrated how combining health care quality and rational costs leads to value. Bottom Line produced a report that linked the results of ThedaCare's™ quality health care outcomes data with costs in a single document for the first time. Using charts and graphs, the brochure demonstrated ThedaCare's™ commitment to value by comparing its cost and quality data to its competitors. Through a grassroots effort, key ThedaCare™ sales and marketing executives met with target groups on local and state levels to discuss the proposition of quality and rational costs leading to value. The brochure also was distributed to chambers of commerce across the state. Additionally, informational displays featuring the report were placed in public libraries to reach the community at large.

**Outcome:** The quality report was well received by target audiences, requiring two additional printings to meet demands. Other like-minded health care providers followed suit, producing their own versions and expanding the health care quality movement. ThedaCare™ was recognized by the governor and other state officials as a leader in health care quality and improvement, and the president of ThedaCare™ was invited to serve on the Board of Directors of Wisconsin Manufacturing and Commerce. ThedaCare™ now produces its "Quality Health Care + Rational Costs = Exceptional Value" report annually.