

Strategic Public Relations Counsel

Wisconsin Collaborative for Healthcare Quality

Challenge: To organize a progressive statewide consortium of quality improvement-driven healthcare organizations, employers and employees by establishing a common set of quality and cost measures to be publicly reported in a *Performance & Progress Report*.

Target: Internal members of the organization, other leading health care organizations in Wisconsin, business leaders, physicians, health care professionals, public officials, consumers and news media.

Solution: Bottom Line developed a logo and tagline for the Wisconsin Collaborative for Healthcare Quality (WCHQ) to establish the organization's visual identity. We coordinated the public and government relations staff at each of the member organizations by creating a Board of Directors, Executive Committee, Quality Improvement Committee, Fundraising Committee, Public Relations Committee and Government Relations Committee for the Collaborative. Bottom Line then facilitated the simultaneous statewide announcement of the Collaborative's formation, and continued to generate media interest in the organization through news releases, advisories and fact sheets. We also created talking points to be used at various presentations about the organization.

As acting executive director, Bottom Line worked with the Collaborative's quality improvement team to develop the first set of 42 quality measures. After collecting data from all members, we produced a detailed 52-page, four-color *Performance & Progress Report*. Our staff also managed the production and launch of the WCHQ Web site, which included an electronic version of the report. On short notice, we organized the Collaborative's debut summit on healthcare quality where the organization unveiled its report to the public. We ensured the event's success by drafting remarks, coordinating activities and securing the governor's attendance.

Bottom Line assisted in the announcement of 16 new member organizations as the Collaborative continued to grow, and coordinated the public launch of its second *Performance & Progress Report*. We also announced the Collaborative's intent to develop a first-of-its-kind economic efficiency measure.

Outcome: In the first year, Bottom Line helped the Collaborative raise more than \$200,000 to fund activities. The *Performance & Progress Report* was received with critical acclaim as one of the most influential third-party measurements of quality health care in the state.

WCHQ was endorsed by the governor and healthcare leaders in legislature and business, including the Business Health Care Group of Southeast Wisconsin. It has been hailed by news media, and has garnered national attention from business and health care officials, resulting in more than \$150,000 in additional private sector funding. Since its inception, WCHQ has nearly tripled its membership numbers.