

Open House

Collaborative Care Open House

Challenge: To manage the logistics and flow of the Collaborative Care Open House for ThedaCare, a four-hospital health system in Appleton, Wis. To educate and train Collaborative Care staff in the communication of the new healthcare delivery model and its benefits to internal and external audiences.

Target: Senior hospital management, hospital staff, area healthcare providers and clinicians, ThedaCare board members, key donors and government officials from Wisconsin's Department of Health and Human Services.

Solution: As part of its launch of Collaborative Care—a new care delivery model that offers patients a more cohesive hospital experience in which they are seen simultaneously by a physician, nurse and pharmacist—ThedaCare asked Bottom Line to manage a day-long open house event that would introduce the new model and its new physical unit to key audiences.

We managed the logistics of the invitations and RSVPs, and hung décor and promotional signage. We also organized a brief speaking program for the event, including ordering the podium and a sound system. We worked closely with catering staff to manage food and beverages.

The most important part of the event was the tour. Because the physical unit and the idea of the Collaborative Care delivery model were both so new, Bottom Line worked with the unit staff to ensure that the unit's most important features were highlighted on the tour, and also were linked to patient and staff benefits. We drafted simple, understandable talking points to help staff explain how Collaborative Care works.

Bottom Line also managed the tour flow. To ensure smooth tour transition and organization, we had to troubleshoot upfront. The route had to be directed so tour groups did not create a bottleneck in the U-shaped unit, which also had a shared entrance and exit hallway with another unit. As a result, the tour route had to be very strategic. Twenty-five staff members served as tour guides throughout the day. Each guide was assigned to a different location to explain specific aspects of the unit. We created directional signs to help guests navigate the unit as well. To maintain guests' interest while they waited for their tour to begin, we played an introductory video (which we produced) about the Collaborative Care model in the area where they gathered.

Outcome: The Collaborative Care open house was a success. More than 100 people attended, including key physicians, donors and government officials. Bottom Line helped the unit staff effectively communicate the Collaborative Care model to guests within the ThedaCare system as well as those outside of it. After the initial launch, we produced three additional videos and a brochure about the unit. The staff continues to use the tour scripts we drafted for giving tours to visiting healthcare and business leaders.