ThedaCare Quality Results Campaign

Challenge: To acknowledge the hard work of clinic staff in achieving the highest quality scores among 20 Wisconsin physician groups, to educate patients and their families about quality care in key chronic preventive measures, and to inform the community about the difference quality care makes.

Target: All ThedaCare Physicians' employees, patients, community

Solution: To acknowledge the clinic staff, Bottom Line designed a kick-off day when senior leaders, including the CEO, traveled in four vans to personally deliver gifts to the staff in 22 physician clinics. Coupled with a thank you care to each staff member's home and acknowledgements made internally throughout the organization, the kick-off day expanded a week of well-deserved recognition.

Each month during the nine-month campaign, clinic staff received a package of materials to both foster ongoing education around the key quality metrics and to learn how to talk with patients. On walls in break or conference rooms – out of view of patients – clinics build a "hub" of gator board speech bubbles around a giant #1. (The best number was doing the talking!) Each speech bubbles noted a quality metric, the provider group's rank in achieving that metric, and a brief, inspirational message to encourage staff to continue to improve.

Additionally, fact sheets, conversation starters, posters in patient exam rooms, "We're saving lives!" wristbands worn by staff, laminated wire-bound story books in waiting rooms and a 16-panel, accordion fold, mini story book handed to each departing patient helped generate opportunities for staff to talk with patients in detail about each of the quality metrics.

Outcome: The campaign rolled into a community-facing education effort when a leading national consumer publication produced a special insert ranking physician groups in Wisconsin. A graphic video, web-based engagement, outreach to media, CEOs, community leaders and industry groups, and ongoing patient communication allowed the story-telling to continue.