

## Working for Quality: Promoting Performance Information Through the Workplace

### Background:

- The Greater Detroit Area Health Council's *Save Lives Save Dollars* (SLSD) initiative launched a Web-based physician organization performance report last fall.
- The report represents more than 3,500 primary care physicians in southeast Michigan.
- The data is from five major commercial health plans, covering care provided to more than 4 million people in southeast Michigan.

### Idea:

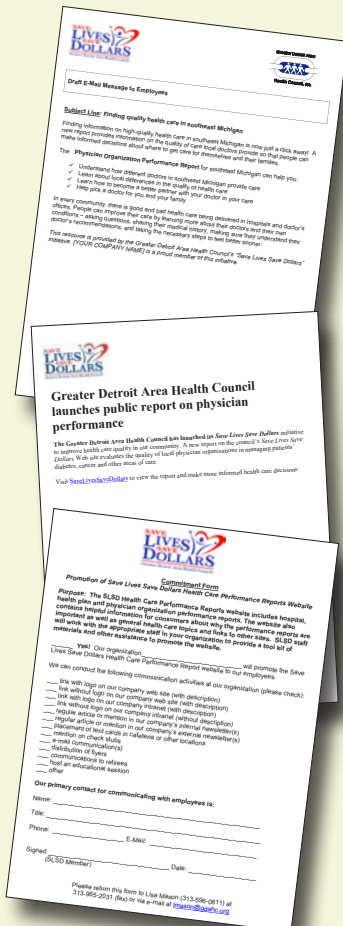
To promote the use of its comparative physician performance report among consumers, the SLSD team engaged employers serving on its leadership team. SLSD asked businesses to provide their employees with information on how to access the report and learn about the performance of different physician organizations in southeast Michigan.

### Action:

SLSD developed a communications toolkit for employers, including templates that benefits managers can tailor. The toolkit included:

1. A flyer to post in break rooms/cafeterias,
2. An e-mail to notify employees about the report,
3. Fact sheets to place with open enrollment materials,
4. Talking points about the report for employers, and
5. Three short articles for employer newsletters.

SLSD engaged a writer to draft the documents, and select employers reviewed it to ensure that the information resonated for their use. Employers serving on the SLSD leadership team signed a commitment letter that included a list of communications activities they could choose to implement to help promote the report. They distributed an electronic toolkit to employers who committed to promote it.





### Resources Needed:

- Writer engaged in the alliance's work
- List of employers in area
- Contact with employers' human resources representatives and/or Web site managers

### Results:

- Fifteen employers signed commitment letters.
- Eight companies posted links to the report on their Web sites.
- Visitors to Web site spiked to nearly 1,000 following initial outreach by employers.

### Advice:

- Allow extra time to follow up with employers to request commitment.
- Schedule in-person meetings with companies to share toolkit.
- Engage a writer familiar with initiative's work and health care (or use your communications firm).

