

Multimedia News Bureau Brings Public Report to Life

Background:

- The Puget Sound Health Alliance released its first performance measurement/public reporting (PM/PR) report, “Community Checkup,” in January 2008, which examined 80 clinics that volunteered to participate in the report. A searchable, online version went live in September 2008. An updated/expanded report on more than 170 clinics (with six or more providers) was released in November 2008.
- To see value in PM/PR, consumers need to connect personal health decisions with quality health care.
- Newsrooms are shrinking. Editors are looking for content from trusted sources.

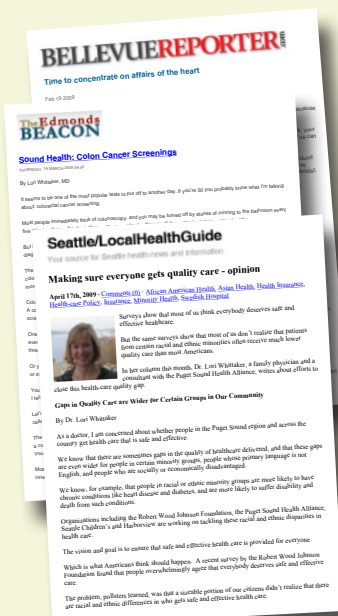
Idea:

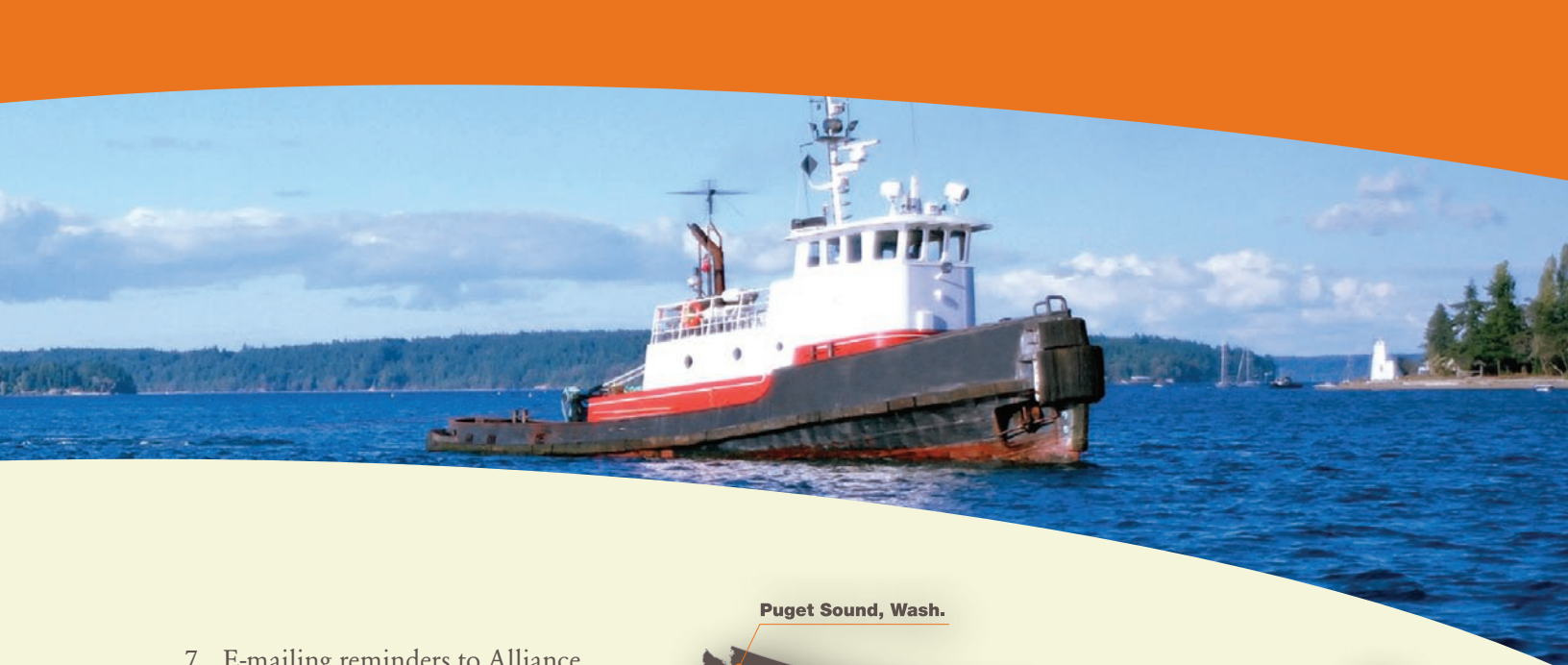
The Alliance wanted to develop a local news bureau to support communicators who target consumers through various mediums. The materials would address everyday health concerns of consumers and tie directly to the report.

Action:

The Alliance created a monthly news bureau calendar focusing on a health care condition or issue. Seven of the topics were selected from the Robert Wood Johnson Foundation’s editorial calendar to align with the Alliance’s goals and timing of relevant work products. Planning/tactical components included:

1. Selecting a local physician to byline columns,
2. Drafting columns (short and long versions) that give practical advice to consumers,
3. Contacting regional print/online outlets, bloggers and professionals who write for relevant newsletters,
4. Adding varied content (text, photo, video),
5. Identifying patient stories (videotape personal perspective on the column’s topic),
6. Uploading videos onto YouTube,





7. E-mailing reminders to Alliance membership about new content, and
8. Creating library of “Media Resources” materials on www.PugetSoundHealthAlliance.org.

Resources Needed:

- Staff time for drafting columns and conducting outreach
- Hand-held camera to create videos
- Software program to edit digital footage
- Service to manage/send e-newsletters

Results:

- Community Checkup report Web traffic: There was a 16 percent increase in visits and a 40 percent increase in time spent.
- Coverage/content partnerships include:
 - *Bellevue Reporter*, part of eight-newspaper chain,
 - Skagit Publishing newspapers’ “Healthy Living” sections,
 - Home page on *LocalHealthGuide.com*, a Seattle-based Web site, and
 - *In Sound Health*, a newsletter for the Sound Health & Wellness Trust.

Advice:

- Think like a reporter: Position content as free service, establish trust and offer turn-key resources.
- Keep it simple: Avoid jargon and target the average consumer.
- Use professional/personal networks to collect stories.

