

Situation

The Center for Community Health (CCH) in Minneapolis/St. Paul was started in 2011 as a collaboration designed to gather health information that can be used to further the goals of the Triple Aim: better health, increased quality and reduced cost. CCH's current mission is "to improve the health of our community by engaging across sectors and serving as a catalyst to align the community health assessment process and the development of action plans to impact priority issues and increase organizational effectiveness." Participants in the CCH include all seven-county metro-area hospitals and health systems, all health plans (insurance providers) and all public health agencies – the first time these groups have come together for a common objective. The main activities of the CCH are to complete community health assessments and community health needs assessments as mandated by The Patient Protection and Affordable Care Act. Hospitals are required to prepare a Community Health Needs Assessment (CHNA) at least once every three taxable years. The CHNA must include an implementation strategy outlining a proposal on how to address those needs.

Communications objectives

- To announce/launch CCH as an important initiative toward better community health
- To establish key messages that can provide a foundation for all communications
- To create an identity and image for CCH through basic design elements of an organizational identity design system
- To help audiences understand the work of CCH and how it interfaces with the broader objectives of the individual groups (hospitals, health systems, payers, agencies, etc.)
- To demonstrate accomplishments (meeting obligations of mandate) and action (community initiatives) that improve lives -- and also lead to ongoing funding

Audiences

CCH executive/steering committee members
CCH's other committees/full membership
Leaders and boards in organizations that are a part of the collaboration

Employees in organizations that are a part of the collaboration
 Broader health care organizations and employees in our community/region
 Foundations and other donor organizations (funders of CCH)
 Patients/families/general public (?) who need reassurance that the
 hospital/organization is meeting government-mandated obligations

Communications Tactics

What	When	Cost
Messaging session: to uncover primary themes, key messages for CCH – these will be used in a variety of communications initiatives. The messages are a foundation for future information, including (but not limited to)...	1 Month one	\$700-1,000
· Value proposition		
· Freshened executive summary (can also be re-purposed for “about us” description)		
· Elevator speech		
· Internal/external messages		
· Freshened mission, vision		
Create logo/brand: to create a consistent look (for website, PowerPoint, materials) and guidelines for use – a consistent identity plays an important role in building the CCH brand. Every point of audience contact is important when building a strong brand identity.	2 Starts immediately following messaging (4-8 weeks)	\$2,800 - 4,000
Brand style guide: Specifications for use of new brand	3	\$800 - 1,000
Create a robust website: to include Q & As, case studies, etc. http://www.mnmetroccch.org/	4 and ongoing	
Quarterly updates (by email?) to member leaders, boards: These can be short, maybe one page, with status and progress updates.	5	\$400-600
Twice a year articles in internal newsletters of member orgs: What is CCH doing? Why is this work happening? How does the work/outcomes affect the member organizations?	6	\$600-800 each

Once a year presentations at leadership development events	TBD	\$800 - 1,500, for PP design; \$500-800 for content
Annual report posted online – On CCH website and individual member organizations’ websites	7	\$4,000-6,000 for content; \$4,000-5,000 for design
Coordination with internal communications/marketing staffs in member organizations to incorporate messages into existing/new materials: patient guides, organizational annual reports, etc.	8	TBD
Bylined articles in health care publications (Minnesota Physician, others)	9	\$4,000-6,000 for each
Estimated Total Range		\$18,100 - \$25,100

Please note: Certain requirements are necessary to develop your appropriate communications.

Requirements: Designate a steering committee member (or two?) as primary communications contact/liaison at CCH. Consultant(s) may also need a working access to CCH through participation in workgroups/meetings.

About Shelly Warnke

Shelly Warnke has more than 25 years of communications/public relations experience in health care and business. She has an extensive background in strategic communications planning, copywriting, mergers and joint ventures, branding and name generation, change management, internal, external and marketing communications, crisis communications and media relations. In her consulting business, Shelly has helped companies like Mercy & Unity Hospitals (and Allina), HealthEast, Stratis Health, Twin Cities Orthopedics, Children’s Hospitals and Clinics, Medtronic, RGA Reinsurance, ConnectCare, Dorsey & Whitney and Lawson Software to communicate effectively and grow their businesses.

Before starting her own business, Shelly was an account supervisor for Weber Shandwick, the largest public relations firm in Minneapolis. Shelly’s primary clients

were the Federal Reserve Bank, Lawson Software, Dorsey & Whitney, Security Life Insurance Company and Internet Financial Services. She also provided support to the Wells Fargo, eFunds Corporation and Aetna Financial Services accounts.

Prior to joining Shandwick, Shelly was public relations manager for Fairview Health Services. She was responsible for all public relations and communications activities related to Fairview-University Medical Center, Fairview's largest division (now University of Minnesota Medical Center, Fairview or M Health).

For two years, Shelly was a communications coordinator for Jostens, Inc., in Bloomington. She coordinated internal and investor communications for the company.

About Jo Penfield

Jo Penfield is a marketing-savvy independent designer who provides strategic design on an ongoing or project basis. She partners with clients who are striving to use a brand-oriented, results-driven communication approach. She is committed to providing clients with intelligent insight, strategically sound design counsel, and superior creative execution based on proven marketing and design practices and principles.

- Experience with a wide variety of businesses and nonprofit organizations
- Demonstrated aptitude in producing complex publications
- Strong ongoing working relationship with clients
- Demonstrates project management skills
- Respect for budgets and deadlines

Jo has operated her own design business since 1985. In that time, she's built a reputation for strong design, a thorough understanding of production, and a unique ability to translate complex strategic goals into effective marketing materials. She has a traditional design background coupled with experience in today's technology. She creates compelling communications that attract attention and hit the mark. She has created award-winning projects for clients in health care, technology, financial and professional services.

In 2013-15, Jo designed the National Center for Interprofessional Practice and Education (Nexus) brand including logo and PowerPoint templates, website template, literature, info graphics and annual report. She is familiar with the Triple Aim and the shared goals of collaboration between health care practice and health professionals for better care, increased efficiencies and healthier communities.

Jo Penfield focuses on business design and targets graphics to strategic goals. As a result, the design solutions provided are distinctive, accurate and effective.