



## Case Study: Campaigns & Issues Management

# California Partnership for Access to Treatment



*Cerrell Associates designed and implemented an outreach program that positioned PhRMA as a trusted partner and change-agent in bringing healthier outcomes to Californians.*

Contact Us:  
**Matt Klink**  
President  
P: 323-466-3445  
C: 310-283-6267  
E: matt@cerrell.com  
web: www.cerrell.com

### The Challenge:

Following a contentious health-related initiative campaign in 2005, the Pharmaceutical Research and Manufacturers of America (PhRMA) recognized the need to create and sustain meaningful dialogue with diverse organizations statewide about healthcare issues in one of the largest and most progressive states in the country. PhRMA retained Cerrell Associates as part of a statewide consultant team to create and implement an outreach program, the California Partnership for Access to Treatment (CPAT), designed to build a network of healthcare stakeholders to discuss the challenges of accessing quality care and position PhRMA as a trusted partner in bringing positive health solutions to California.

### Key Cerrell Activities:

- **Created CPAT to serve as a communications and resource network** to keep its partners and the communities they serve informed about critical issues involving access to health treatment and preventative care in California.
- **Developed CPAT's mission and key messages** to effectively communicate the network's goals, the challenges facing California's underserved communities, the benefits to participating in the network, and why PhRMA was leading the effort to bring diverse stakeholders together to address pressing healthcare issues.
- **Engaged a diverse cross-section of organizations** to join CPAT, including business, healthcare and community groups. Using our extensive in-house database of business, healthcare, ethnic and community stakeholders, we identified and contacted more than 3,000 organizations, communicating with California's constituencies regarding CPAT's mission, and inviting these organizations to join CPAT's growing partnership. Cerrell's outreach activities included in-person meetings, presentations at several community group meetings, and continuous exhibitor presence at local health fairs and partner events throughout the state.
- **Conducted branded informational sessions** to educate partners and potential partners about timely healthcare issues. We routinely work with healthcare and community leaders to hold quarterly educational seminars throughout Northern and Southern California to discuss topics such as healthcare reform, health disparities, the benefits of advocacy, the growing prevalence of diabetes, and the impacts of mental health on other disease states.

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**Strategy • Communication • Results**

## California Partnership for Access to Treatment

- Implemented full-integrated communications model to build and maintain strong relationships with influential organizations. We designed and distributed a monthly informational e-newsletter to disseminate information on important health care issues, as well as utilized social media tools such as Facebook and Twitter to continuously communicate with our partnership base.

### Results that Speak for Themselves:


Cerrell Associates has changed perceptions of PhRMA and the pharmaceutical industry in the eyes of health-centered stakeholders and elected officials, positioning PhRMA as a leader in the fight against today's most prevalent diseases. Through CPAT's success, we have reinforced PhRMA's image as an educational resource and a partner in working toward solutions to improve health outcomes in California, building and sustaining relationships for PhRMA with leading healthcare and community organizations.

Formed in March 2006, CPAT has quickly evolved into a dynamic network dedicated to addressing the critical issues of ensuring access to healthcare and promoting preventative care. Cerrell's strategic vision, coupled with our ongoing outreach and educational activities, helped the CPAT network grow to more than 1,300 partners at the end of 2010, including recognized leaders in the healthcare, business, and advocacy sectors.

Find out how Cerrell Associates can help you achieve your goals. Visit [www.cerrell.com](http://www.cerrell.com).



The screenshot shows the homepage of the California Partnership for Access to Treatment (CPAT). It features a navigation menu on the left with links for 'Our Mission', 'FAQ', 'CPAT Partners', 'Calendar of Events', 'Join Today', 'What Others Say', 'CPAT Resources', 'Healthcare Links', 'Healthy Living Toolkit', 'Contact Us', and 'Home'. A central banner area includes a 'Welcome' message, a 'Partner Spotlight' for '211 San Diego', and a 'News and Events' section. A sidebar on the right contains a quote from Dr. Fidelia Butt, Co-Founder of the Asian American Cancer Support Network, and a call to action to 'Join the California Partnership for Access to Treatment'.



The screenshot shows the February 2011 issue of the 'CA Access News' e-newsletter. The header includes the 'CA Access News' logo and the tagline 'Outreach and Education for a Healthier California'. The main content features a headline: 'Celebrating American Heart Month' and 'Nearly 300 Medicines in Development to Treat Two Leading Causes of Death: Heart Disease and Stroke'. Below the headline is a detailed article about drug discoveries and their impact on heart disease and stroke, including a quote from PhRMA President and CEO John J. Castellani. The newsletter also includes a 'Watch video' and 'Read the full report' link.

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