

Case Study

California Partnership for Access to Treatment

Strategy, Material Development, Outreach

SUMMARY: 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.

The campaign illustrated that business, community, ethnic and health-related groups agreed on roughly 90% of healthcare public policy solutions, but a partisan political climate deterred these organizations from working together to address California's pressing healthcare concerns. PhRMA retained Cerrell Associates, Inc. (CAI), as part of a statewide consultant team, to create and implement an outreach program designed to: build a network of advocacy organizations that could discuss the changing nature of California's healthcare system; and, improve the ability of underserved and uninsured/underinsured communities to access quality healthcare.

This outreach program, called the California Partnership for Access to Treatment (CPAT), serves 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.

CAI has helped shape the new program's strategic vision and key messages, giving it a solid foundation from which to grow. Formed in March 2006, CPAT has developed into a dynamic organization comprised of more than 400 partners, of which CAI obtained the support of more than 150 groups. Through CPAT's success, PhRMA has reinforced its image as an educational resource and a partner in working toward solutions to improve the health of California's underserved communities.

OBJECTIVES:

- Establish PhRMA as an educational resource for organizations committed to increasing access to quality healthcare for all Californians
- Develop CPAT's mission, core values and guiding principles, and communicate with California's diverse constituencies in a variety of languages
- Recruit a diverse cross-section of organizations to join CPAT, including business, healthcare and community groups
- Educate members about timely healthcare issues by organizing monthly health seminars
- Develop Web site content
- Draft materials for monthly e-newsletter and distribute to partners

ACTIVITIES: As part of a statewide team, CAI developed CPAT's mission and devised a strategy to recruit and sustain the CPAT network throughout California. CAI used its extensive in-house database of business, healthcare, ethnic and community stakeholders to engage more than 400 organizations. Outreach entailed educating groups about the new network and its mission, and inviting these organizations to join CPAT's growing partnership. Additional outreach activities included speaking at several civic group meetings, organizing monthly informational sessions and distributing materials at local healthcare events. CAI played a key role in creating collateral materials, a Web site and a monthly e-newsletter to promote CPAT's mission and to consistently communicate with CPAT partners.

RESULTS: CPAT has quickly evolved into a strong coalition dedicated to addressing the critical issues of ensuring access to healthcare and promoting preventative care. More than 400 groups have joined statewide, including recognized leaders in the business, healthcare and advocacy sectors. CAI is proud to be part of a team that has successfully launched a communications network that has both improved California stakeholders' perception of PhRMA and provided educational resources for CPAT's partners.

