

BCMT Consulting

Ohio Trauma System

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BACKGROUND

Ohio Trauma System



There are currently 48 different trauma centers in Ohio. These trauma centers along with emergency medical services (EMS), injury prevention organizations, and rehabilitation institutions make up the Ohio trauma system. With injury being the leading cause of death in people under the age of 44, the goal of the trauma system is to help prevent these deaths. By promoting injury-free lifestyles, providing superior trauma care, and offering extensive rehabilitation programs, the Ohio trauma system improves the lives of all Ohioans. However, Ohioans are not well aware of all that the trauma system has to offer. And, without this knowledge, Ohioans are not able to fully utilize the potential lifesaving features of the system.



Competition

There is no true competition within the healthcare industry. All institutions are interested in the wellbeing of patients regardless of care provider. Every healthcare organization within Ohio works together. If a person who is traumatically injured is sent to a hospital that does not have the necessary physicians or equipment to treat the injury, that patient is sent to a trauma center instead. This coordination proves the lack of competition. Any organization within the industry is seen as a collaborator, not a competitor.



Industry

The way that most states operate their trauma system is very similar to the way Ohio's is run. The different cogs in the system must work together to prevent and treat injuries. All organizations within the system must understand one another to fluidly collaborate. Some states have gone a step further to ensure collaboration by establishing an oversight board for the system. One example is the Bureau of Emergency Medical Services and Trauma System in Arizona. This oversight board is responsible for coordinating, establishing, and administering a statewide system of emergency medical services, trauma care, and trauma registry.

Assignment

Organization: Ohio Trauma System

Goal: Raise Awareness

Budget: \$0

Marketing Projects (BUSML 4204) is a project-based course in which students act as a consulting team and develop a comprehensive marketing plan for, in this case, the Ohio trauma system. The marketing plan must include a set of strategic tactics that can be utilized by the trauma system in achieving their goal: raising awareness. Students must research and explain why each tactic would be useful for the organization.

Additionally, the teams are required to develop a timeline of implementation, budgeting methods, and clear justification of these budgeting techniques. Finally, the teams must present quantitative benchmarks and measurement methods to analyze their strategies.

Significance

Currently, funding dedicated to the trauma system is focused on improving techniques, technologies, and staffing, and are not quite as focused on informing the public of these services. However, it is absolutely critical to raise awareness of the trauma system and their work because without this knowledge, Ohioans may not receive the best treatment available.

BRANDING

Through a survey we administered online, it is clear that many Ohioans lack knowledge regarding the trauma system in place in Ohio. Nearly 33% of our 100 survey respondents said they have no clue if there is a trauma center in the region of Ohio in which they live. And, 6% answered that they do not even know what a trauma center is. Because a lack of awareness is the biggest problem for the trauma system of Ohio, the best solution is to create a recognizable brand.

(Refer to pg. 21 for survey results.)

Name



We chose this name because OATS is an easily remembered acronym and the name also implies health. We conducted a small focus group of five participants where we asked for reactions regarding the name OATS. All five respondents agreed that the acronym is easy to remember. All five respondents also agreed that they recognize an association between the name and health/wellness.

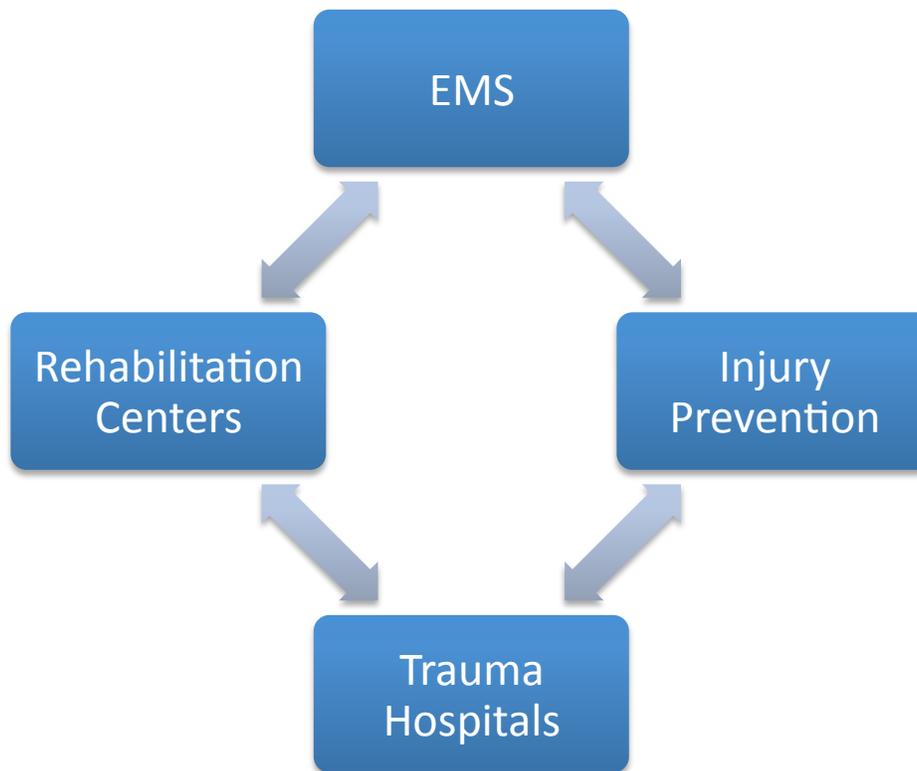
(Refer to pg. 25 for focus group transcript.)

Purpose

1. Increase overall efficiency of the trauma system

Firstly, OATS must focus on better connecting the network of trauma-related entities in the state of Ohio: injury prevention, EMS, trauma hospitals, and rehabilitation centers.

OATS will accomplish this through the creation of an oversight board that will address any issues and be in charge of making decisions for the system. The peer-nominated board should consist of 6 to 10 experts from all four legs of the trauma system. The board should meet quarterly to share new information and ensure cooperation amongst the separate entities. OATS will provide a better flow of information and knowledge within the trauma system.



2. Increase awareness of the trauma system

Once efficiency is improved, OATS can focus on increasing awareness of the trauma system. The organization will promote injury-free lifestyles and educate Ohioans about the benefits of going to a trauma center. This will allow trauma victims to make more informed decisions on where to receive the best treatment for their injuries.

Logo

We chose this logo because it is a simple, yet effective way to communicate the purpose of OATS: to ensure the wellbeing of Ohioans through injury prevention and superior healthcare.



Slogan

"There for Ohio from inevitable to preventable"

OATS will cover everything from educating Ohioans on how to lead a safer life to providing care to Ohioans when they are injured in an unforeseeable accident. In a memorable and catchy way, the slogan fully encompasses what OATS will do.

Personality

OATS will take on the personality of caregiver. The risk of injury may be a scary thought for some, thus OATS must portray a caring and compassionate image. OATS will concurrently take on a personality of professionalism. The organization will display expert knowledge of trauma care and emphasize the years upon years of research, education, and practice that have gone into the establishment of the system and all of its parts.

OATS' core values:

1. Integrity, because OATS will always provide truthful information pertaining to trauma and trauma care
2. Responsibility, because OATS will be responsible for treating anyone who experiences a traumatic injury in Ohio
3. Commitment, because OATS will be committed to not only treating any injuries that should occur, but also to bringing patients back to their original, pre-injury state of health

Target

The target audience for raising awareness is extremely broad in this case: Ohioans age 18 and above. Traumatic injuries affect people of every age, but children do not have decision-making authority. Thus, awareness campaigns should focus on the adults of Ohio.

STRATEGY

Tactic 1: Insurance Partnership

Gaining the support of health insurance companies will be the main driver in raising awareness for the trauma system. After speaking with multiple individuals within the industry, it is clear that a partnership is achievable as long as the insurance company sees an incentive. One clear incentive of an awareness campaign is reduced transportation cost. For example, if a trauma victim arrives at a hospital that does not have the necessary physicians or equipment to treat the injury, they must be transported to a trauma center. Insurance companies are often responsible for this additional transportation expense. However, if the public was more educated on the capabilities of hospitals versus trauma centers, it is possible that the frequency of this situation occurring may decrease.

By actively pursuing insurance companies with such facts, a partnership can be easily realized. After gaining the support of insurance companies, the first step in raising awareness is to create and distribute OATS brochures via the partnered companies. Brochures would be included in the information packets given to clients by their insurance provider. They would highlight benefits of the trauma system and attention-grabbing facts like “you are 25% more likely to survive going to a trauma center” will gain reader interest. Furthermore, insurance companies may be willing to display OATS information directly on their website and social media pages, further increasing exposure for the organization.

(Refer to pg. 32 for telephone transcripts and pg. 36 for sample brochure.)



KAISER PERMANENTE®

Tactic 2: Website

Today we live in the era of the Internet—the most powerful, accessible, and dynamic communication system ever known to human kind. There are literally millions of people searching the Internet for various reasons on any given day. A high-quality website provides a way to capture that enormous amount of traffic. For people, a website best answers who, what, why, how, and when an organization can help them. For a business, it is the best chance they have to fully express who they are and why they are able

to provide the value people are looking for. A website will act as an online hub of information regarding OATS. And, a URL such as ohiotrauma.info is available for just \$2.99/year.



Features

About Us: This page would be dedicated to describing OATS in depth. Here is where OATS would explain everything they do along with the organization's responsibilities, values, and driving forces.

Systems: This page would be used to describe the systems that make up the Ohio Association of Trauma Systems. OATS would give descriptions of the pre-injury education, EMS, trauma care, and rehabilitation systems. OATS would also provide links to relevant pages for each system. This section would further detail how all entities work together to create the Ohio Association of Trauma Systems.

Trauma Centers: This page would present a map of trauma center locations in Ohio and explain the difference between various levels of trauma centers. This section could also include individual links to each trauma center for visitors to find additional information.

News: Here, OATS would provide coverage of important updates regarding the system. This segment could also present testimonials from patients—explaining how the trauma system has helped them through an injury. Spotlight features on surgeons, doctors, and nurses can also be displayed here.

Discussion: One of the most important aspects of the website would be a forum. This forum would be a great opportunity for experts involved with the Ohio trauma system to communicate with the public. Much like the Mayo Clinic uses community pages, the OATS discussion board will be seen as a source of knowledge and expertise in the healthcare field. Including a forum on the website will establish OATS as an information leader and thus Ohioans will actively seek the website to access expert knowledge on health topics that affect them.

(Refer to pg. 37 for website mock-up.)

Tactic 3: Newsletter

The OATS website will include a newsletter sign-up, in which site visitors can submit their email addresses for updates regarding the trauma system. Email addresses can also be generated from insurance companies' internal information system. Quarterly updates are a great way to keep Ohioans engaged and act as a consistent refresher about the trauma system.



The newsletter should include success stories of past patients, information of technological advances, and spotlight important people within the system. The newsletter will be an extension of the news section on the OATS website.

(Refer to pg. 38 for newsletter mock-up.)

Tactic 4: News

Because the trauma system affects all Ohioans, it is not unlikely that a local news outlet would be willing to cover a story about OATS. News outlets often seek out topics to report upon and an issue that affects the healthcare of Ohioans is definitely newsworthy. By contacting an Ohio news station, the trauma system could advertise its benefits and services without incurring any costs. News stories would not only raise awareness but would further elicit word-of-mouth marketing—people often discuss what they hear in the news, spreading the message to others. The reach of a news story paired with the opportunity of increasing discussion regarding the system creates a very valuable opportunity for OATS.

Tactic 5: Social Media

Benefits

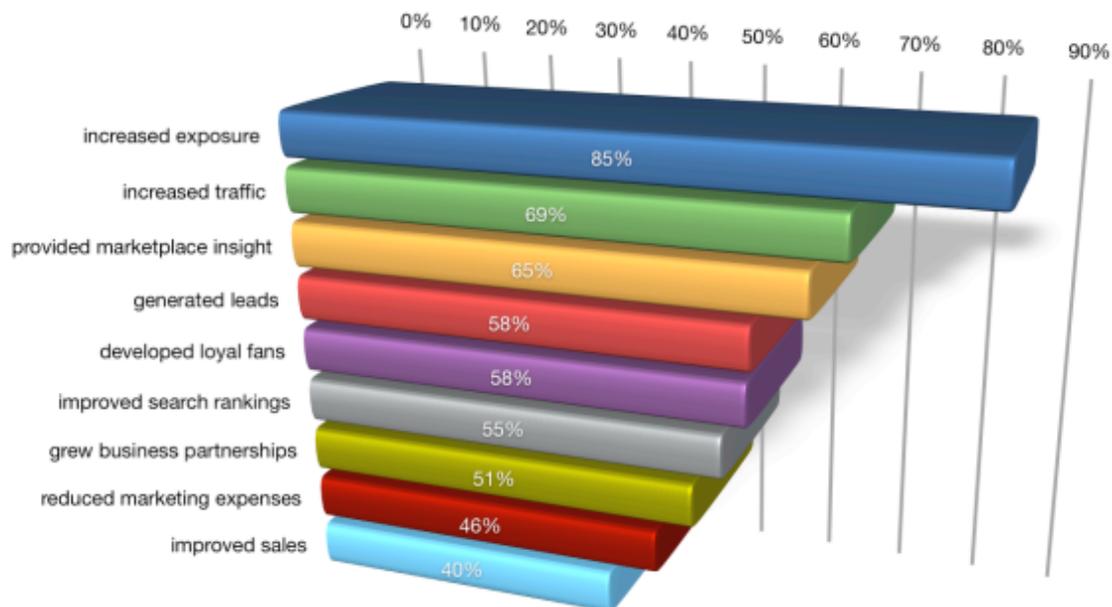
Exposure: As more people see the OATS name, logo, and other details found in social media profiles, the organization establishes more brand awareness.

Website Traffic: By sharing news, videos, and other content from the OATS website, people are given a reason to visit the site.

Opportunities: Having a substantial social media audience creates a snowball effect that can attract media interviews, partnerships, and all kinds of other opportunities.

Social Media Examiner surveyed over 3,800 marketers. A significant 85% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increasing traffic was the second major benefit, with 69% reporting positive. And, 51% of businesses gained new partnerships.

Benefits of social media marketing



Networks

Facebook

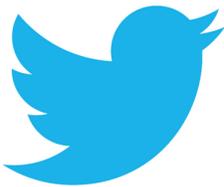


Who is on it? One billion people! Facebook's user profile cuts across ages, races, and locations making it the best known and most used social network in the world.

What do they do there? Facebook makes it easy for people to share their experiences through short posts, photos, videos, and by liking and sharing interesting content they discover online.

Why does it matter? Close to half of Facebook's users are connecting with businesses and nonprofits and sharing the news, deals, and other content from those organizations.

Twitter



Who is on it? Twitter is ranked as one of the ten most visited websites and enables all types of people to share and consume information they find interesting.

What do they do there? Twitter users post news, articles, promotions, and jokes all in 140 character chunks. By following someone on Twitter you can see all of their posts and easily share them with the people who follow you. For many, Twitter is a great source of real-time news and insights about the things that matter most to them.

Why does it matter? Twitter gives organizations a voice and is another fast and easy way to share messages and get feedback in real-time. And because it is so easy for messages to spread quickly, Twitter can bring OATS to new audiences that might not have been accessible through traditional marketing.

YouTube



Who is on it? YouTube is the world's third most popular website and gets an astonishing 1 billion monthly views.

What do they do there? Users upload, view, and share a wide variety of video content including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.

Why does it matter? The creative possibilities with video making are limitless. This makes YouTube the perfect platform for organizations to build upon brand image and personality.

Content

Content should be a mix of informative and entertaining. Both elements are crucial—without informative content, the organization fails to create brand awareness. On the other hand, without entertaining content, it is impossible to engage readers.

Twitter and Facebook

- Comments regarding relevant news
- Interesting stories about trauma-related injuries
- Important injury prevention tips
- Breakthroughs in treatments, techniques, and technologies
- Photos, videos, and maps of trauma centers and rehabilitation centers

Louisville guard #KevinWare suffered compound fracture to right leg. Want to learn more about compound fractures? Visit ohiotrauma.com/news

YouTube

- Humorous, light-hearted videos on frequently searched topics related to injury
- Educational takes on recognizable sports injuries
- Success stories of patients who have benefitted from the care of the trauma system

(Refer to pg. 39 for sample storyboard.)

Followers

To gain a following on OATS social media pages, the subsequent actions should be employed:

1. Add Facebook, Twitter, and YouTube badges to the OATS website
2. Share links on other social media platforms. For example, post links to the OATS Twitter page from the OATS Facebook page. And, include all links in each description/biography section of profiles.
3. Promote pages on all print marketing, including insurance brochures
4. Promote pages during workshops, seminars, conferences, etc.



Resources

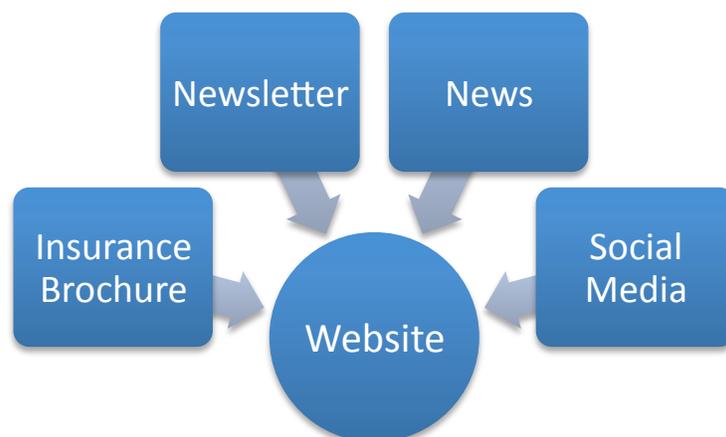
Creating an insurance brochure, operating a website, emailing newsletters, and maintaining social media pages will require time that perhaps is currently unavailable. Thus, seeking out students of project-based courses or for internships could provide the trauma system with valuable resources at no cost. The Department of Public Safety has previously recruited Ohio State students for similar work and should fully utilize these university connections.



For example, OSU's COMM 683 students offer potential candidates to produce YouTube videos. The 14-week internship course is required for video production minors and would benefit both parties involved—cost benefits on one hand and real-world experience on the other. The internship could have students collaborating on a set number of YouTube initiatives over the course of the semester. Potential video ideas would first be outlined in a storyboard and then presented to the department instructor, Janet Parrot, before being produced.

Integration

The website is the focal point of the awareness campaign—it is the single source that contains all information related to the trauma system. Thus, all other tactics are secondary. The idea is to be everywhere the organization's prospects are, reminding them of the trauma system and bringing them back to the OATS website as many times as possible. All tactics create a web, in which they each drive followers/visitors to one another. They all work together.



BUDGET

Background

The overall economic landscape is having a significant impact on state and local spending money. Unfortunately, many public safety programs suffer as a result, getting jobs cut and funding reduced, all in an effort to save a dime or two. In Ohio, this means limited spending money for local governments, and up to a 50% reduction in fire and EMS budgets. The state budget is so tight that local



governments are forced with the possibility of privatizing their emergency medical service (thinkprogress.org). Therefore, it is no surprise that the marketing budget for this project is non-existent. However, introducing a new branded entity to the public makes advertising an absolute necessity. We turned to research to identify any fundraising potential and according to an online survey and a focus group we conducted, coupled with numerous independent studies, it appears that there is some revenue potential.

Research

Out of 100 Ohioans surveyed, 34% showed a willingness to make some form of contribution to OATS. The mean contribution is \$48.54, indicating what respondent would be willing to donate in one year's time. However, the standard deviation, \$88.53, indicates high variability in the data. The most likely annual donation is \$10, and the range of donations is \$1-\$500. The median of the data is \$20, and considering the high standard deviation, we will use this number in our budget projections.

A focus group composed of five adults, ages 45 to 60, was also conducted to gauge the donation receptiveness of an older demographic. Three of the five participants expressed an interest to donate. The donation range, for a year, is \$1-\$50. Two of the three interested participants stated that the amount of the donation hinged upon how well they thought their money would be put to use.

(Refer to pg. 21 for survey results and pg. 25 for focus group transcript.)

Survey Facts
• 100 respondents
• 34% indicate interest in donating
• Range: \$1-\$500
• Mean: \$48.54
• Standard deviation: \$88.53
• Median: \$20

A recent study by Convio looked into the annual website traffic for 750 nonprofits in 2012. This study pairs nicely with OATS, as it will essentially be a start-up nonprofit. According to the data, the mean unique annual traffic for websites classified as hospital foundations/medical research nonprofits is 2,149 people.

Fundraising Facts
(2013 Nonprofit Benchmark Report and 2012 Convio Online Marketing Nonprofit Index)
• Online fundraising increased 15.8% in 2011
• Average monthly contribution for nonprofits: \$19
• Average one-time donation for nonprofits: \$60
• Unique monthly website traffic for hospital foundations/medical research nonprofits: 2,149
• Monthly traffic growth rate for hospital foundations/medical research nonprofits: 28.6%

2012 Industry Average: Advertising (Hochman Consulting)

Metric	2005	2006	2007	2008	2009	2010	2011	2012
Cost per click (CPC)	\$0.38	\$0.32	\$0.62	\$0.71	\$1.03	\$1.24	\$1.04	\$0.84
Click through rate (CTR)	1.50%	0.70%	0.30%	0.30%	0.30%	0.70%	0.40%	0.50%

Based upon our research, we can extrapolate a lean estimate of our marketing budget.

Scenarios

Budget Year One

Website Traffic: 10,000	Scenario 1 (10%)	Scenario 2 (5%)	Scenario 3 (1%)
Revenues			
Donations (% x \$20)	\$20,000	\$10,000	\$1,000
Advertising (website) \$0.84 CPC	\$420	\$420	\$420
Insurance Co. Stipend	X	X	X
Expenses			
Website	\$2.99	\$2.99	\$2.99
Profit	\$20,417 + X	\$10,417 + X	\$1,714 + X

This is the proposed budget for year one. The donations are based on the percent of website traffic that would donate, 10%, 5%, and 1%, multiplied by the median donation number we denoted from our survey, \$20. This number is dramatically lower than the nonprofit one-time donation average of \$60.

Percentages of website traffic donation are also underestimated. The interest in donating we received from our survey is 34%, however 10%, 5%, and 1% are used to ensure figures are practical and not over-inflated. The average annual website traffic is based on our underestimation of 10,000 people, derived from the Convio study.

The advertising revenue is based on the Hochman Consulting information regarding 2012 industry averages. The advertising revenue is calculated as: annual website traffic multiplied by cost per click multiplied by click through rate.

Implementation

We will facilitate the donating process through the OATS website. A recent study showed that nonprofit organizations that used their website as an avenue to donate received five times more money than those that did not (networkforgood.org). A donation page will provide a bevy of information designed to make the potential donor feel as though they are truly making a difference. The page will include current financial statements, breakdowns of how the money will be used, and how the lack of funding has impacted the trauma system.



EVALUATION

Timeframe

An ideal timeframe for implementation of tactics would be six months to one year. Given the multiple layers of tactical elements, this is a reasonable duration. Individually, each tactic can be quickly put into action, but it will take a considerable amount of time to ensure all elements are fully integrated and working well with one another.



Benchmarks

Established organizations have the luxury of comparing year-to-year data in analyzing performance. But, regarding OATS, it would be best to use states with successfully operated trauma systems as benchmarks. Such trauma systems include those of Florida and Pennsylvania.

Measurements of Success

In the realm of social media, gaining 1,000 Facebook likes, 1,000 Twitter followers, and 500 YouTube subscribers in one year is a realistic goal. For the website, 10,000 hits within the first year would be on par with other



organizations within the industry, as seen in the study by Convio. OATS could also aim to have 20 sites linking to their own website within the first year, similar to the numbers currently boasted by Florida and Pennsylvania trauma systems.

For partnerships, the aim is to collaborate with the three top health insurance companies in Ohio: United Health Care, Aenta, and Kaiser Permanente. This would ensure that the vast majority of Ohioans would receive OATS brochures. OATS should seek to establish a formal partnership with at least one of these organizations within the first year.

To evaluate whether or not these tactics, in a combined effort, have raised awareness of the trauma system, we recommend using survey data. A survey, much like the survey we administered for our initial research, should be conducted on a regular basis every six to twelve months. In our survey, we found that nearly 33% of respondents have no idea where the nearest trauma center is located. A decrease in this percentage would confirm effectively implemented tactics.

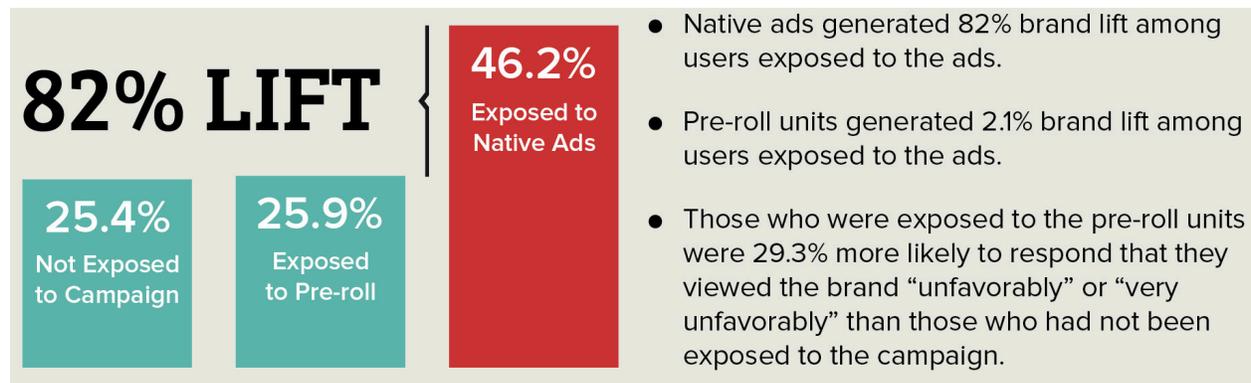
FUTURE

Sharethrough

Sharethrough is an elite digital advertising agency and pioneer in native advertising. Native advertising is a web advertising method in which the advertiser attempts to attract attention by providing valuable content in the context of the user's experience. The advertiser's intent is to make the paid advertising feel less intrusive and, therefore, increase the likelihood users will click on it.



The data below, derived from a study by Nielsen and Sharethrough, shows the likelihood to respond favorably to a brand when exposed to native ads.



Sharethrough also has a real-time social activity feed to see exactly what people are saying about an organization at any given time.



Application

Kenton Knoepfler, an account manager at Sharethrough, expressed interest in working with OATS in the future and noted that the agency's geo-targeting capabilities would be extremely beneficial to an organization like OATS. A geo-targeted campaign would narrow in on Ohioans, giving OATS tremendous access to their target market.

A geo-targeted, native advertising campaign would provide a tremendous boost in website and social media visits and consequently further awareness of the trauma system. Additionally, the campaign would provide important metrics and data for improving marketing initiatives. Implementing such a campaign would take the trauma system to an entirely new level of visibility.



(Refer to pg. 35 for email record.)

Financials

This type of campaign would cost roughly \$20,000 (which falls within scenario one of the budget analysis.) However, this type of advertising often pays for itself as subsequent benefits generally overshadow costs. For example, increased traffic to the website may bring about advertisers and donators. But most importantly, the more popular OATS gets, the more successful the trauma system will be in providing the best care for Ohioans.



APPENDICES

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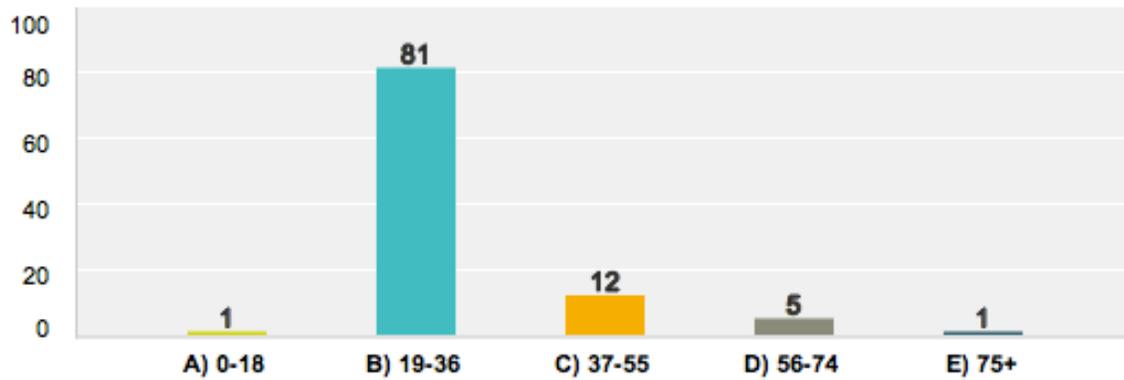
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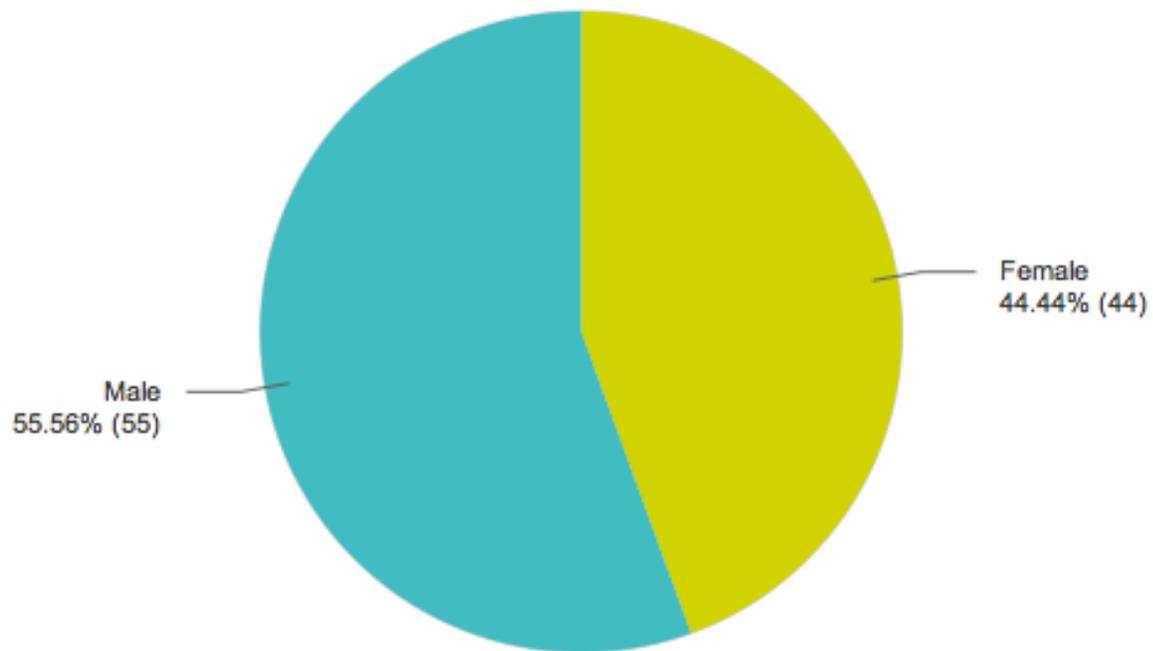
Survey

February 19, 2013 – March 29, 2013
SurveyMonkey.com

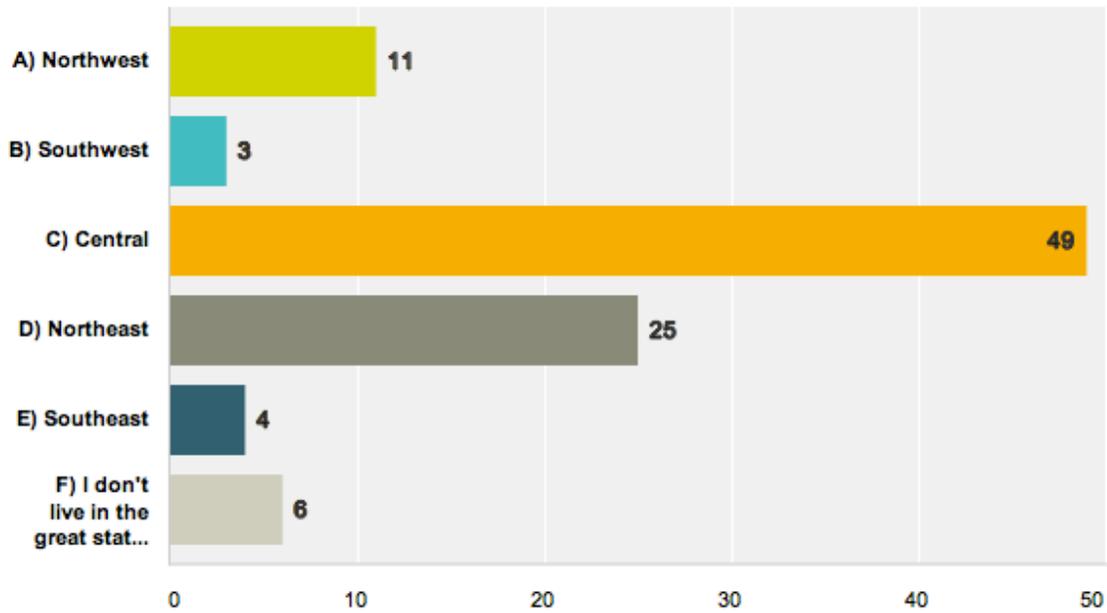
Question 1: How old are you?



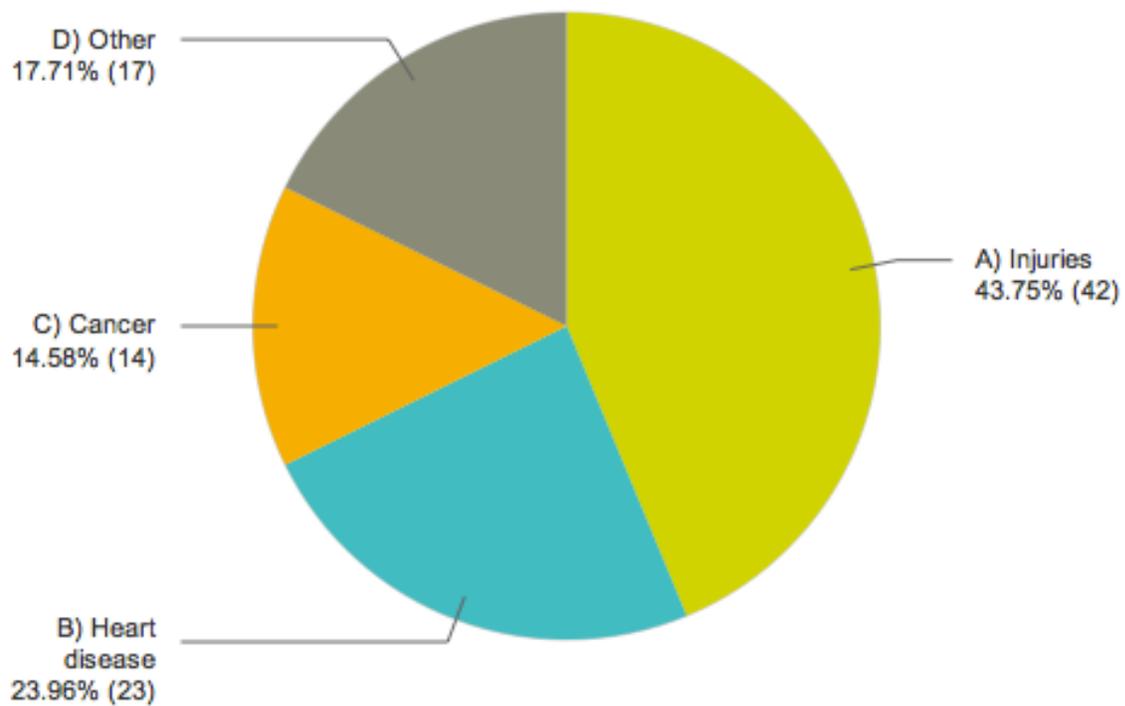
Question 2: What is your gender?



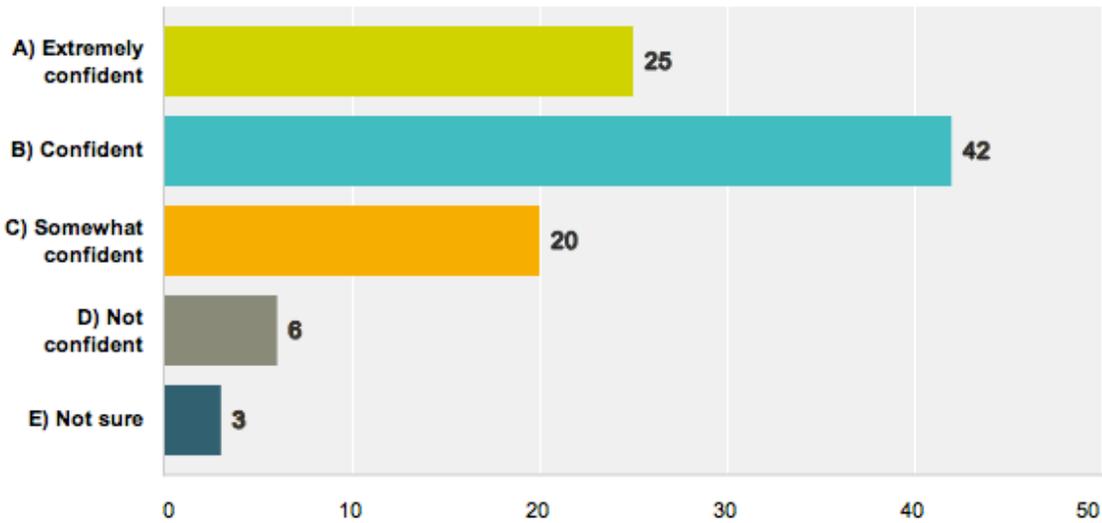
Question 3: In which region of Ohio do you currently live?



Question 4: What do you think is the leading cause of death for people under 45?



Question 5: If you were badly injured, how confident are you that the nearest hospital could provide the necessary treatment?



Question 6: When you hear the word “trauma” what comes to mind?

Category	%
Head-related	10.8
Violence-related (shooting, stabbing)	55.2
Hospital-related	28.4
Other	5.6

Question 7: Within the region you live, do you know, with certainty, if there is a trauma center? 5=absolutely certain, 1=no clue

	1	2	3	4	5	Total
Certainty	32.95% 29	9.09% 8	6.82% 6	20.45% 18	30.68% 27	88

Question 8: If you learned that the hospital closest to you was NOT a trauma center, would you be concerned?

Answer Choices	Responses	
A) Very concerned	27.27%	24
B) Concerned	30.68%	27
C) Somewhat concerned	32.95%	29
D) Not concerned	3.41%	3
E) I have no idea what a trauma center is	5.68%	5
Total		88

Question 9: How much would you be willing to pay to improve Ohio's trauma system? Please provide a yearly amount.

Dollar Amount	Frequency
1	1
5	7
10	10
20	8
50	2
80	1
100	7
200	1
500	1
1200	1

Question 10: What do you think of when you hear "The Ohio Association of Trauma Systems (OATS)?"

Category	Frequency
Hospital/health organization	27
Breakfast	22
Health/wellness	12
Likeness	4
Gov't-related	5
Taxes	2
Other	16

Focus Group

March 16, 2013

Total Participants: 5

Participant 1: 60, female, retired

Participant 2: 47, female, sales

Participant 3: 59 male, construction

Participant 4: 48, male, manufacturing

Participant 5: 45, male, management

Moderator: Matt Mishler

Mod: I would like to thank everyone for taking some time to discuss the branding of a statewide trauma system. According to the statistics provided, a trauma system offers improved healthcare to the victims of trauma. The system is divided up into 4 legs: prevention, delivery, trauma care, and rehab. The benefit of this trauma system would be to improve the quality of care to patients injured in traumatic accidents by getting them to the proper hospital (a trauma center). Another added benefit of trauma systems is that they plan and coordinate the recovery process once the patient is admitted, increasing the likelihood of a full recovery. Also trauma hospitals, which are part of the trauma system, offer specialists 24-7 so they are prepared to meet the needs of just about any injury/patient all the time. Does everyone understand the general gist of what a trauma system is and does? Are there any questions before we begin?

Participant 1: I think I got it all.

Participant 2: I just have one question, what exactly are we branding?

Mod: The entire system. Does that kind of answer your question?

Participant 2: I see. So the trauma system is more efficient than a local hospital basically?

Mod: Exactly. Does everyone else understand the trauma system?

(Participant 3 and Participant 4 nod yes.)

Participant 5: So is this system specific to a certain area or is it just local?

Mod: Good question. This proposal is for the branding of a statewide trauma system. This would be the overarching entity that would put the system in place for all of Ohio. Almost think of it as a state department. Make sense?

Participant 5: Yes

Mod: The proposed brand name for the statewide trauma system is: The Ohio Association of Trauma Systems or OATS. What are some initial thoughts on the name?

Participant 1: I like it. I think OATS makes it easy to remember. The actual name sounded official, but was really long.

Participant 2: I agree, I think that OATS is easy to remember. When I think of oats, I think of a healthy breakfast. There is a nice connection between the acronym and what it is about.

Participant 3: It's easy to remember.

Participant 4: I'm with [participant 3.] At my age, the easier something is to remember, the better.

Participant 5: I can see the health connection of the name and what its about, but it sounds a little weird. OATS is definitely easier to remember than the whole thing though.

Mod: Why do you think it is weird?

Participant 5: The trauma system is there to help with serious injuries, but OATS doesn't make the system sound serious.

Mod: Understandable. Do you guys think the acronym would hurt the credibility of the system?

Participant 2: I don't think so. I think that once people know about what it does they will get the comparison.

Mod: Meaning that once the public knows what the Ohio Association of Trauma Systems is all about, it won't be hard for them to associate the acronym with the system?

Participant 2: Right

Participant 4: I get the comparison. Oats are healthy and the trauma system deals with health. I don't think that OATS loses credibility for the system because they are related.

Participant 3: I'm with [participant 4.] Plus it's easy to remember.

Mod: So since both the food and the acronym are associated with health, the connection makes the acronym seem appropriate?

Participant 4: Yeah for me it does.

Participant 1: I view the acronym as a supplement to remembering the system, not a negative.

Participant 5: I still think it sounds weird, but I can see where everyone else is coming from.

Mod: Ok fair enough. Would anyone be willing to donate to OATS? If yes, explain why and how much would you annually pledge. If no, please explain why not.

Participant 1: I'm not sure. Maybe if they helped me or someone I know. I donated a 100 bucks to hospice this past year because they were so awesome in the wake of my fathers passing. I would probably need to see more information about where my money is going, but I'll say there is a definite possibility.

Mod: And what would you be inclined to give?

Participant 1: I would say anywhere from 20 to 50.

Mod: Annually?

Participant 1: That would depend on the additional information, but probably only as a one-time thing.

Participant 2: I am in the same ballpark as [participant 1.] If you want me to donate my money you really have to prove to me that it is worth it. I would probably donate, if they really wowed me, \$25 tops.

Mod: Once?

Participant 2: Yes, just once. There are a million other causes out there.

Participant 3: I could see myself donating in small increments. Like when you go to the store and they ask you if you want to donate a dollar for this fund or that fund. It makes sense to contribute to something that may save your life later.

Participant 4: I would not donate. If it's a state agency, they are already getting my money in taxes so I'm not giving them more.

Participant 5: I wouldn't donate either. I think that there are more important initiatives that could use the money.

Transcripts

Injury Prevention

March 1, 2013

Interviewer: Tyler Motley

Interviewee: Jolene Defiore-Hyrmer from the Ohio Department of Health

Q: What can you tell me about the injury prevention aspect of the trauma system?

A: Injury Prevention is not just about educating Ohioans how to be safe, it's about creating a system that promotes an injury-free lifestyle in Ohio. We do a lot with sports-related injury and we also promote effective legislation for injury prevention. For example, laws dealing with passenger restraints.

Q: Do you think any aspect of the trauma system is more important than the others?

A: I don't believe one aspect is more important than the others. It is a systems approach. I do believe injury prevention is the most cost effective way of reaching Ohioans and the whole system starts with that.

Q: Do you think creating some sort of brand for the trauma system would add value to your organization?

A: Definitely, I think anytime you can increase effective communication and activities between branches it is a lot of help.

Q: How do you think this brand could add value to Ohioans?

A: I think just by increasing awareness of the systems we have in place would add value for the people. Increased awareness could change behavior and that's a good thing. Also, increasing awareness may get the system more support, which could help us get more funding or legislators might be more willing to dedicate resources to the system, which would allow us to keep improving the system.

Hospital

March 15, 2013

Interviewer: Matt Mishler

Interviewee: Terrie Stewart from the OSU Medical Center

Questions:

1. Do you think one entity (injury prevention, EMS, trauma care, rehabilitation) is more important than the other?

They are all important. It's hard to separate. Injury prevention is critical. We all want to make sure we get the right patient to the right place at the right time.

2. What is the value of an interlinked system to Ohioans?

Covering all the bases, so patients do not slip through the cracks.

3. What would you suggest to improve the trauma hospitals as a whole?

We don't have an independent lead trauma agency. We are under the umbrella of emergency medical services. We want to make trauma its own entity.

April 5, 2013

Questions:

1. How often does taking patients to the wrong hospital occur?

Hospitals admit patients that should be going to a trauma center. They know the patient should go to a trauma center, but they need the money so they admit them anyways. This is against the law, but there is no way to go after these hospitals. That is why we want a lead trauma association to provide the teeth to go after these hospitals.

Rehabilitation

March 1, 2013

Interviewer: Tyler Antolik

Interviewee: Gregory Nemunaitis, M.D. from MetroHealth Rehabilitation

Questions:

1. Do you believe that certain entities (injury prevention, EMS, trauma care, rehabilitation) are more important than others?

I believe all are equally important. Certainly the glory is in the ER and trauma hospital with the initial management of the trauma victim by the emergency medical physician and the trauma surgeon. Their job is to sustain the life of the trauma victim. However this is a snapshot in the timeline of an injured person. They may spend a few hours at the scene of the accident, a few hours in the ER and a week or so in the trauma hospital but the deficits (ADL, mobility, cognitive) from the injury need to be managed by rehabilitation services for the rest of the patient's lifetime. Their job is to restore life for the trauma victim and facilitate independence in the home and community.

2. How would you describe communication between the entities?

At MetroHealth, the communication is excellent but I am involved in all aspects of the system of care both at a local, state, and a national level. There is a defined process and rehab doctors are consulted within 24 hours of trauma admissions and start their assessment and care immediately.

3. Our group assignment is to come up with a plan to create an umbrella brand for the trauma system in Ohio, as well as create awareness about the overall trauma system. Would this umbrella brand create added value for your organization?

Yes

4. How do you think it could do to create value?

I believe it would help victims of trauma to know what to expect and to ensure quality of care at capable designated facilities.

Insurance

March 18, 2013

Interviewer: Ben Killian

Interviewee: James Killian, Farmers Insurance

[Background information given.]

Ben: Would you think Farmers would be interested in allowing OATS to put a flyer within an insurance packet that is sent to customers? In order to make them more aware?

James: Well what is in it for them? Will there be a cost savings?

Ben: There is no cost difference for a patient going to a hospital compared to a trauma center. However, there could be extra costs involved if the patient decides he/she wants to go to hospital first because they don't know what a trauma center is. When the patient gets to the hospital and realizes their injuries cannot be treated there, and then they have to be transported to a trauma center. The transportation costs would be lower if they had gone to the trauma center right away. This is all a result of the lack of awareness about trauma centers.

James: Higher expenses means the customer would have to pay more as well. If you can prove with solid numbers that there is in fact cost savings for the insurance company then by all means they would be open for it. There are two things that insurance companies look for when doing business: 1. Cost savings 2. Quality of care. If both of these are relevant in this situation then the company would be open for a joint venture moving forward. They would most likely structure an insurance plan around the cost savings and quality of care.

Ben: Structure a whole new policy based off of this idea for customers?

James: Absolutely, if there is a enough cross savings involved they would even put stuff on their website showing that trauma centers are cost efficient for both parties. Insurance companies would pull the trigger as long as there is cost savings for them.

Ben: If for some reason we could not prove there is going to be cost savings for the company, do you think they would still consider helping OATS out for the pure fact of promoting safety to people?

James: No, at the end of the day insurance companies are businesses. The only way I see they would support OATS is if you had factual evidence to back up OATS. By this I mean a survey that may show how unaware people are about the trauma system, and facts that show how much better a trauma system can be.

Ben: You are actually 25% more likely to survive by going to a trauma center.

James: Yes, if you can come up with factual evidence supporting claims like this then you may have case even if there is not a cost savings. The facts would have to be really thorough and solid.

Ben: Do you think they would be interested in sponsoring an event, such as a 5k run to help raise awareness?

James: The level of commitment from companies is going to be based on improvement of quality care and increasing cost savings. It sounds like it would result in savings, which means they would be interested. I know you mentioned it could cut down on transportation costs. Timeliness equals lower costs in the medical field. Quality care that is delivered faster will result in savings.

Ben: Thank you very much for your time, we really appreciate it.

James: No problem. I think this is a great idea, especially if you can provide facts on it lowering the costs. Good luck the rest of the way.

March 21, 2013

Interviewer: Ben Killian

Interviewee: Brandon Mills, Nationwide Insurance

[Background information given.]

Ben: After speaking with James Killian of Farmers Insurance, he said he thought this was a great idea as long as we could provide there will be cost savings. I introduced the possibility of cutting down transportation costs and he thought that would be enough for them to consider an OATS partnership. What is your opinion Brandon?

Brandon: Well I definitely think you are on to something here, everything you just told me seems to fall in place. I don't know all of the details in a health insurance plan, but I would imagine that the insurance company, patient, or combination of the two is paying for the transportation costs. Simply by creating

more awareness of trauma could result in thousands of dollars in savings for insurance companies and patients. That sounds like something they would have to take into consideration.

Ben: Do you have any reason to believe of why insurance companies would not be interested in partnering with OATS?

Brandon: The cost savings needs to be there. If there is cost savings, then they will absolutely consider it. If not, then I could see them not being interested in a partnership.

Ben: Right, which is exactly what I was thinking as well.

Brandon: Yes, but I really do like the idea on this, it seems very plausible. I will definitely ask around to some people at work and see if I can't find any more information out for you.

Ben: Thank you very much Brandon, I would appreciate it. Thank you for your time.

Brandon: Any time Ben, feel free to call me if you have any more questions that you think I could answer. Goodbye.

Sharethrough Email

From: "Kenton Knoepfler" <kknoepfler@sharethrough.com>

Date: Apr 14, 2013 6:02 PM

Subject: Ohio Department of Public Safety Statewide Trauma System & Sharethrough

Hi Matt,

GO BUCKS! I myself am Ohio State alum (Class of 2005! Woo!), so congratulations on getting ready to graduate from THE Ohio State University! You must be doing very well if you're doing the kind of research that brings you to Sharethrough for your branding and awareness needs, as that is exactly the type of thing that we do. Unfortunately, we don't really support campaigns with budgets less than \$20k, so perhaps right now we're not the best choice for your awareness push for the statewide trauma system within the Ohio Department of Public Safety. We do have the capabilities to natively deliver geo-targeted video and editorial campaigns within just the state of Ohio, and we'd definitely be interested in speaking further with you or someone else should a budget become available. Feel free to pass on our contact info and website!

Good luck to you, and talk soon!

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o. 415 644 0054 ext. 6003
c. 513 518 4920
<http://sharethrough.com>

Ohio Association of Trauma Systems



There for Ohio from preventable to inevitable

OATS is dedicated to improving the overall efficiency of the trauma system in Ohio and ensuring that all Ohioans understand the benefits that the system has to offer.

Did you know?

Patients that suffer a traumatic injury are 25% more likely to survive if they are taken to a trauma center over a non-trauma center.

Learn more:

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Mock Website

Ohio Association of Trauma Systems



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There For Ohio:
From Preventable to Inevitable

Ensuring the safety and well-being of Ohioans through an unwavering commitment to healthcare.

HOW DO WE HELP?	UPCOMING EVENTS
<p>The Ohio Association of Trauma Systems or OATS is an organization dedicated to providing Ohioans with the best possible care 24/6/365</p> <ul style="list-style-type: none"> ➤ Overseeing aspects of the trauma system ➤ Preventing injuries from happening by educating the public ➤ Treating any injuries that may still occur ➤ Rehabilitating any patient that may be in need to ensure they return to their previous form 	<div style="border-bottom: 1px solid black; padding: 5px 0;"> <p style="margin: 0;">11/10/2011</p> <p style="font-size: small; margin: 0;">You can remove any link to our website from this website template, you're free to use this website template without linking back to us.</p> </div> <div style="border-bottom: 1px solid black; padding: 5px 0;"> <p style="margin: 0;">11/19/2011</p> <p style="font-size: small; margin: 0;">This is just a place holder.</p> </div> <div style="border-bottom: 1px solid black; padding: 5px 0;"> <p style="margin: 0;">11/19/2011</p> <p style="font-size: small; margin: 0;">This is just a place holder, so you can see what the site would look like.</p> </div> <div style="text-align: right; padding-top: 10px;"> View All </div>

<p style="font-weight: bold; font-style: italic; margin: 0;">NEWSLETTER</p> <p style="font-size: small; margin: 5px 0;">Our newsletter includes exciting information about each aspect of the trauma system here in Ohio</p> <div style="text-align: center; margin-top: 10px;"> Sign-up Here </div>	<p style="font-weight: bold; margin: 0;">NEWS</p> <div style="border-bottom: 1px solid white; padding: 5px 0;"> <p style="font-size: small; margin: 0;">July 12, 2023 This is just a place holder.</p> </div> <div style="border-bottom: 1px solid white; padding: 5px 0;"> <p style="font-size: small; margin: 0;">July 12, 2023 You can remove any link to our website from this website template, you're free to use this website template without linking back to us.</p> </div> <div style="padding: 5px 0;"> <p style="font-size: small; margin: 0;">July 12, 2023 This is just a place holder, so you can see what the site would look like.</p> </div>	<p style="font-weight: bold; margin: 0;">FOLLOW US:</p> <div style="margin-top: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> f <p>Facebook</p> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;"> t <p>Twitter</p> </div> <div style="display: flex; align-items: center;"> g+ <p>Google+</p> </div> </div>
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Ohio Association of Trauma Systems



There for Ohio from inevitable to preventable

Injury Prevention Tips for Approaching Summer Months:

- Lawn mowers are the major cause of foot and ankle amputations to children. Do not operate a riding mower when children are present. Do not let your children ride on a mower, even with an adult. Mowers should not be used at dusk or night when it is difficult to see.
- Fire pits are becoming increasingly popular for outdoor entertaining. While some burn wood, others use propane or natural gas. Because they burn very hot, they should be treated like all other fires and campfires. Keep kids at a safe distance and teach them that fire pits stay hot long after the flames go out.
- Boaters should wear life jackets, avoid alcohol and take boating education classes. Children ages 12 and younger are required to wear a personal flotation device on boats less than 19 feet in length that are moving.
- Children younger than 10 should not be allowed to cross the street alone. They are often impulsive and may have difficulty judging speed, spatial relations and distance.

OATS Spotlight

The Ohio State University Wexner Medical Center is one of the largest and most diverse academic medical centers in the country and the only academic medical center in central Ohio. Ohio State's Wexner Medical Center includes:

- A top ranked college of medicine
- Six hospitals
- A unified physician practice
- Network of primary and specialty care practices
- More than a dozen research centers and institutes
- 20 core laboratories

Breakthroughs in Medical Technology

Engineers and doctors at Vanderbilt and Columbia Universities have developed a prototype telerobotic platform that will allow doctors to more accurately diagnose bladder cancer, which is the sixth most common form of cancer in the US and the most expensive to treat. The basic treatment doctors have been using hasn't changed much in over 70 years.

*For more visit our website at www.OhioTrauma.info
Like us on Facebook at www.facebook.com/ohiotrauma
Follow us on Twitter @OhioTrauma*