



LOUISIANA
HEALTH CARE
QUALITY FORUM

PRESS RELEASE

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For Immediate Release

LOUISIANA HEALTH CARE QUALITY FORUM WINS PELICAN AWARD

BATON ROUGE, LA – (Oct. 19, 2012) – The Louisiana Health Care Quality Forum received a Pelican Award at the Louisiana Society for Hospital Public Relations and Marketing’s 31st Annual Pelican Awards luncheon in Baton Rouge on Oct. 12.

The award recognized the Quality Forum in the Public Relations and Marketing Projects category for a Healthcare-Related Organization (Non-Hospital) for a sales/marketing campaign that focused on promoting the Louisiana Health Information Exchange (LaHIE). A Quality Forum initiative, LaHIE enables health care providers and organizations to electronically access and share health-related information through a secure and confidential network to improve patient safety, quality of care and health outcomes.

The promotional campaign for LaHIE focused on providing client executives with customized support materials for use as leave-behind tactical tools. This package included an advertisement, a leave-behind brochure and a 4GB flash drive and presentation case as a promotional item appropriate to the initiative.

The key objectives of these materials were to convey the Quality Forum’s experience with other health information technology-related projects; to list ‘early adopter’ incentives for enrollees; to cite key benefits for HIE in general and those that are LaHIE specific; to graphically depict LaHIE’s functionality; and to share projected timelines for services and features. Feedback from these materials revealed their value in graphically demonstrating how LaHIE operates and the benefits of enrollment.

To learn more about LaHIE and to view a current list of LaHIE participants, visit www.lhcf.org. For more information about the Quality Forum, contact info@lhcf.org or call (225) 334-9299.

About the Louisiana Health Care Quality Forum

The Louisiana Health Care Quality Forum is a private, not-for-profit organization, dedicated to advancing evidence-based, collaborative initiatives to improve the health of Louisiana residents. Its focus areas include quality measurement and analytics, clinical quality improvement, the patient-centered medical home/care coordination model, Louisiana Physician Orders for Scope of Treatment (LaPOST), outreach/education and health information technology (IT). With regard to health IT, the Quality Forum is the State-Designated Entity to support health care providers and critical access/rural hospitals as they adopt and meaningfully use electronic health records and to lead the planning and implementation of the state’s health information exchange. For more information, visit www.lhcf.org.

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