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**Presentations and Outreach Activities, 2011 Summary (excerpt from Deliverable 179.05)**

**INTRODUCTION**

During Year 5 of the Healthcare Cost and Utilization Project (HCUP)-5 contract, Thomson Reuters and the American Institutes for Research (AIR) – herein referred to as the Outreach Team – continued to engage in outreach activities to increase the use, visibility, and impact of HCUP resources through established methods and innovative channels.

In the *HCUP Plan for Marketing and Outreach, 2011* (not provided for reference), the Outreach Team recommended to pursue a combination of new and existing activities. Projects included continuing high-profile and well-regarded tasks, meeting contractual items to update and create marketing material, and undertaking new activities that could increase interest, participation, and product development in the general public.

This year-end Outreach Report describes the HCUP outreach activities pursued from October 2010 through September 2011 (which constitutes the HCUP-5 contract Year 5).

**PROPOSED OUTREACH ACTIVITIES FOR 2011**

Key outreach activities undertaken in Year 5 include:

- **Outstanding Article of the Year Award.** AHRQ presented the first Outstanding Researcher Awards at their 2010 Annual Meeting: one for published research, one for policy impact, and one to a student. The Outreach Team proposed presenting the Awards again, with a honed focus of articles that were published in 2010 and used HCUP data.
- **HCUP data challenge contest.** Federal online contests have witnessed significant growth in both agency sponsorship and consumer participation in very recent years. The Outreach Team recommended researching the process of designing, implementing, and promoting an online HCUP data contest using the government platform Challenge.gov.
- **Create five new HCUP materials.** In AHRQ's Year 5 contract modification, Thomson Reuters was tasked with creating five new marketing materials.
- **Update five HCUP materials.** Similar to creating new material, Thomson Reuters was tasked with updating five current HCUP materials.

In addition, Thomson Reuters continued with several established outreach activities:

- Conference representation
- ePublications campaign
- Online newsletter (*eNews*) and calendars
- HCUP posting on Wikipedia
- HCUP User Stories
- HCUP Research Spotlights page

**OUTREACH ACTIVITY DESCRIPTION**

This section details the marketing activities that were explored and implemented under the HCUP-5 contract period of October 2010 through September 2011. The activities are divided into two categories: existing and new activities.

## **Continuation of Existing Activities**

### Conference Representation

One of the core responsibilities of the Outreach Team is representing HCUP at conferences and meetings via delivery of in-person presentations or staffing of exhibit booths, or through online Webinars. The Outreach Team used a multifaceted marketing approach to increase awareness of HCUP products by driving traffic to exhibit booths and/or presentations using a variety of mechanisms including conference program advertising, calendar and Technical Assistance signature announcements, and pre-event e-mail announcements sent to AHRQ Mailing List subscribers.

The Outreach Team showcased HCUP resources via presentations, webinars, and/or exhibit booths at the following 18 venues during Year 5. These venues accounted for a total of 16 presentations (including posters, webinars, and trainings) and 12 exhibits:

- **National Association of Health Data Organizations (NAHDO) 2010 Annual Meeting** – *Exhibit*
- **American Public Health Association (APHA) 138th Annual Meeting 2010** – *Poster and Exhibit*
- **AcademyHealth 2011 National Health Policy Conference** – *Exhibit*
- **American College of Preventive Medicine 2011** – *Poster and Exhibit*
- **24th Annual Children’s Mental Health Research and Policy Conference** – *Poster and Exhibit*
- **HCUP Spring Webinar: Overview of the HCUP Databases** – *Webinar*
- **HCUP Spring Webinar: Overview of the HCUP Products and Tools** – *Webinar*
- **AHRQ HCUP Spring Data Users’ Workshop** – *Training*
- **PECARN Data Users’ Workshop** – *Training*
- **International Society for Pharmacoeconomics and Outcomes Research 2011 Annual Meeting** – *Presentation, Poster, and Exhibit*
- **AcademyHealth 2011 Annual Research Meeting** – *Presentations, Posters, and Exhibit*
- **Council of State and Territorial Epidemiologists 2011 Annual Conference** – *Exhibit*
- **Society for Academic Emergency Medicine 2011 Annual Meeting** – *Exhibit*
- **International Health Economics Association Transforming Health & Economics: 8th World Congress on Health Economics** – *Presentations and Exhibit*
- **National Conference of State Legislatures 2011 Legislative Summit** – *Exhibit*
- **HCUP Fall Webinar: Overview of the HCUP Databases** – *Webinar*
- **HCUP Fall Webinar: Overview of the HCUP Products and Tools** – *Webinar*
- **AHRQ HCUP Fall Data Users Workshop** – *Training*

For most of the conferences, Thomson Reuters worked to handle conference logistics, including:

- Submitting conference abstracts
- Developing and delivering presentations
- Securing exhibit booth space
- Shipping the exhibit and marketing materials
- Ordering conference giveaways
- Coordinating furniture, space, electricity, and Internet connection (as needed)
- Securing drayage services
- Developing conference timeline/checklist/responsibility charts
- Handling logistics for marketing activities, such as ad placements and creating handouts

HCUP’s overall experience at these venues was positive. Presentations received high praise for content and delivery. Exhibits were visited and served to increase the visibility of HCUP resources. Attendees appreciated the convenience of the Webinars.

There were additional venues at which AHRQ HCUP staff presented with minimal preparation support from Thomson Reuters in Year 5. These venues included:

- AHRQ Annual Conference 2011
- AHRQ's Advisory Council