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## **P&G MARKETING EXPERT TO LEAD CONSUMER RESEARCH FOR CINCINNATI ALIGNING FORCES FOR QUALITY**

*Groundbreaking effort aims to help patients understand, act on health care quality information*

CINCINNATI – February 11, 2009 – A long-time P&G consumer marketing expert will assist a local effort that is partnering with the Robert Wood Johnson Foundation to improve health care quality by leading its consumer research and outreach component.

Judy Hirsh, a P&G health care marketer for more than twenty-eight years, will conduct research and develop strategies to enable and activate consumers to make quality-based health care choices as part of Cincinnati Aligning Forces for Quality (AF4Q), an initiative of the Health Improvement Collaborative. Hirsh will help to shape AF4Q's health care quality reports for the public as well as ready consumers to receive these reports in a way that is meaningful and actionable.

AF4Q is an unprecedented effort to bring together those who give care, get care and pay for care in a united push to improve quality across Greater Cincinnati. Through June 2010 Hirsh will continue her current marketing role with P&G's Health Care business unit while supporting AF4Q. In 2008 Hirsh led research on how to present quality care indicators for diabetes treatment to consumers. Her work resulted in the Diabetes Footprints Campaign ([www.diabetesfootprints.org](http://www.diabetesfootprints.org)) that is providing tools to help consumers make decisions on best quality diabetes care. Hirsh also chairs the Aligning Forces Consumer Engagement Workgroup.

"Aligning Forces presents a unique opportunity for the community to see tangible improvement in the equity and quality of health care in Greater Cincinnati," said Thomas Finn, president of Global Health Care for P&G and AF4Q Steering Committee Co-Chair. "Procter & Gamble is pleased to lend support to this unprecedented community collaboration to harness local market forces and focus on the shared goal of better care."

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“We find all too often patients have little way of knowing if they are getting care that is effective and evidence-based,” said Craig Brammer, director of Cincinnati AF4Q. “All care is not the same, and not all care is good care. Judy’s considerable expertise in researching and understanding health care consumer attitudes and behaviors will help us to design tools that patients can use to make better choices about their care.”

Hirsh says it’s important to not only make tools more useful for consumers, but to ready patients to receive quality information. “By learning more about how consumers think about and evaluate their care and how they make health care decisions, we can produce better tools to guide them to understand what comprises quality care.”

Greater Cincinnati is one of 14 communities selected by the Robert Wood Johnson Foundation, the world’s largest health care philanthropy, to participate in this groundbreaking work. Aligning Forces for Quality is an initiative of the Health Improvement Collaborative of Greater Cincinnati, a local non-profit, multi-stakeholder organization dedicated to improving health outcomes.

Hirsh resides in Wyoming, Ohio.

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