



{case study}

OVERVIEW :

The Louisiana Health Care Quality Forum is a private, not-for-profit organization dedicated to reshaping health care.

The Quality Forum's main areas of focus are:

- Clinical quality improvement
- Quality measurement and analytics
- Patient-centered medical home
- Health information technology
- Outreach and education
- LaPOST awareness

Visually Speaking has worked in with the Louisiana Health Care Quality Forum on various projects since 2009

PROJECT:

Louisiana Physician Orders for Scope of Treatment Registry (LaPOST)

Promotional Handouts, Training Guides & Videos

CRITERIA:

In 2019, LHCQF launched a statewide electronic platform - the LaPOST Registry - to allow health care providers to electronically complete and submit LaPOST forms in order to document a patient's end-of-life care wishes. The organization tasked Visually Speaking with developing printed materials, displays and videos with the following objectives in mind:

- Promote use of the new platform
- Generate awareness of the registry's benefits and features
- Train health care providers on how to navigate and utilize the registry through step-by-step demonstrations of its processes

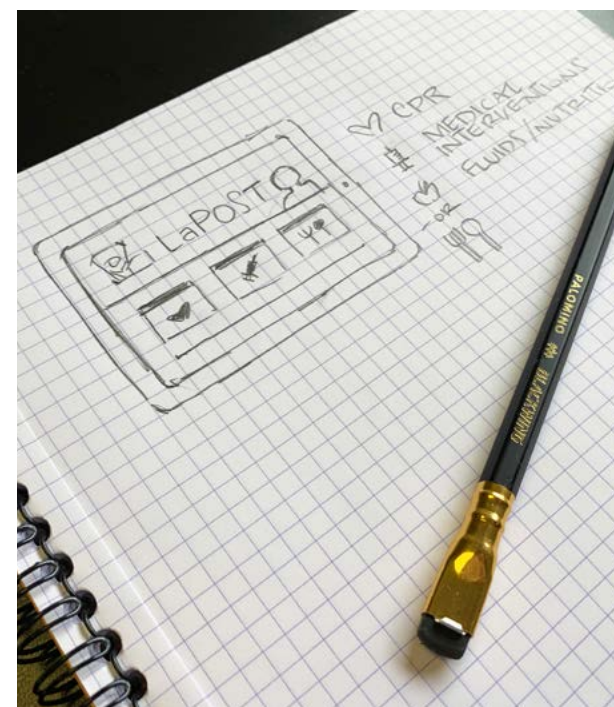
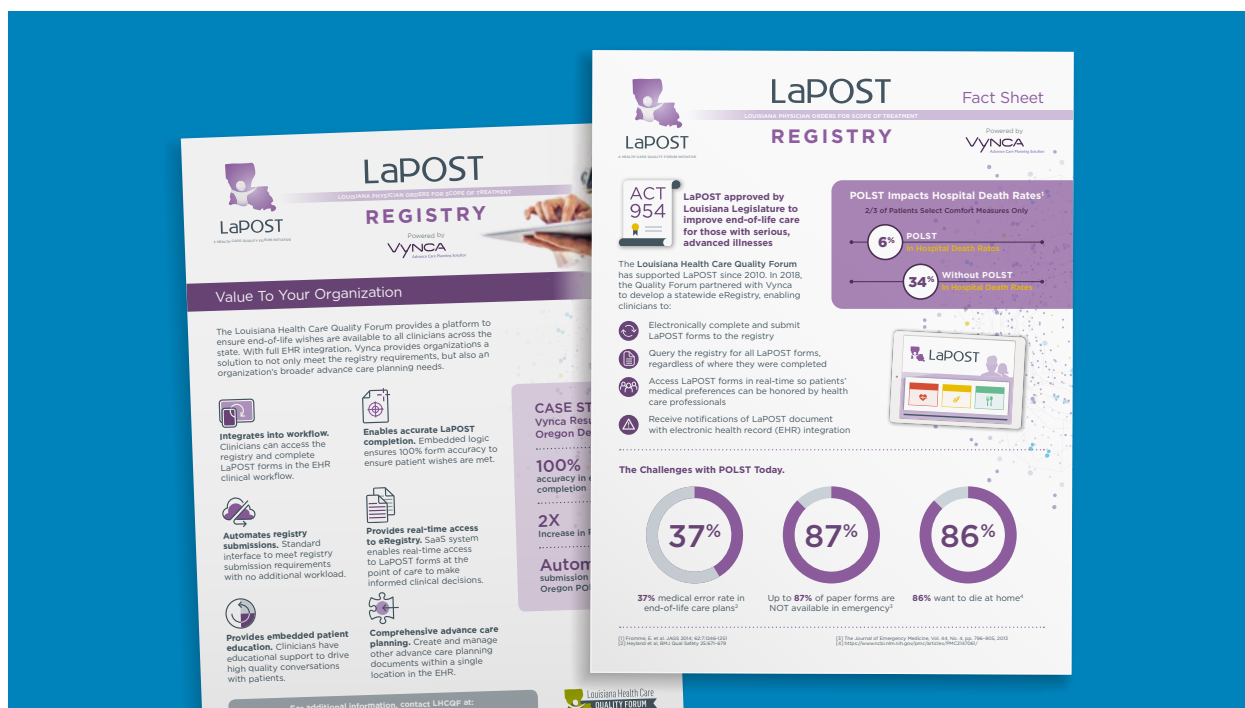
CREATIVE:

Icon Development:

The process began with creating a graphic representation of the LaPOST Registry to be used on the LaPOST website, educational and promotional materials

Fact Sheet:

An informational guide to the LaPOST Registry was designed using simplified iconography and easy to digest infographics to create a comprehensible document introducing potential users to the benefits and effectiveness of the registry.



Webinar Invitation:

Invitations were designed promoting educational webinars on the LaPOST Registry to be distributed via email and print.



Retractable Banner:

A roll-up banner promoting the LaPOST Registry and its benefits was developed to display at conferences across the state.

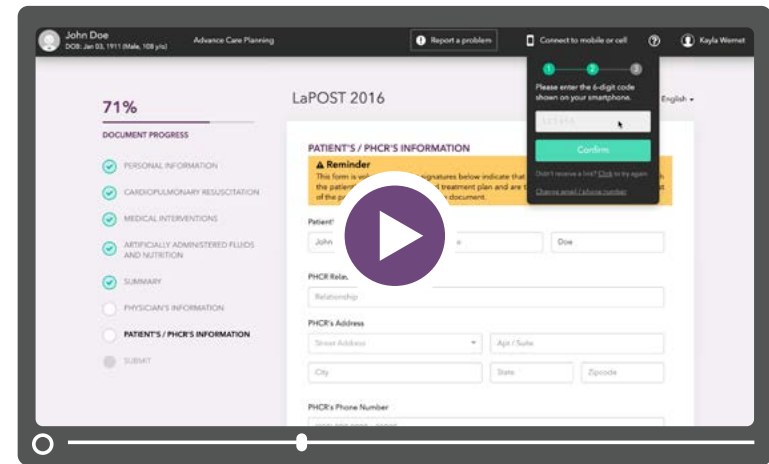


VIDEOS:

Training Videos & Presentations:

Training videos and coordinating PowerPoint presentations were created for each registry user role to train health care providers how to use the LaPOST Registry. These included demonstrations of the registry's features and detailed step-by-step processes.

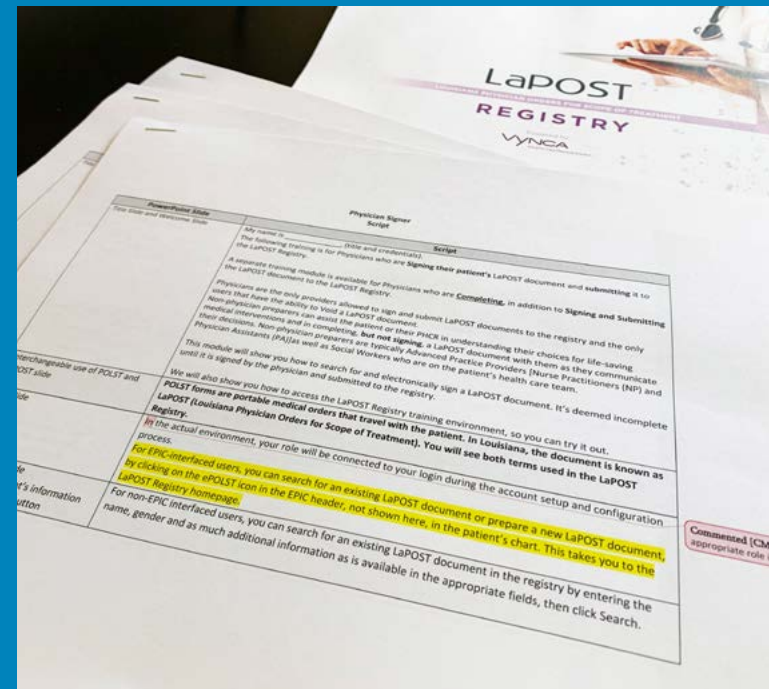
www.lhcqf.org/lapost-registry



Video Development:

Fifteen training videos were developed in a coordinated effort between Visually Speaking, LHCQF and LaPOST Registry developers - Vynca Health. The Visually Speaking team worked with LHCQF to generate detailed lists of step-by-step processes within the registry for each user role. These processes were compiled into video scripts.

Visually Speaking team used the registry test site, created by Vynca, to record each step of each process within the registry. These recordings were compiled into training videos and presentations, which were distributed to health care teams across the state of Louisiana.



Training Manuals:

Training manuals were created for each LaPOST Registry user role detailing the step-by-step processes within the registry.



Visually Speaking is a graphic design firm located in Baton Rouge. Consistently exceeding customer expectations and forming long-lasting relationships is our strength. As a creative partner we bring energy, ideas and great design to every project.

Customers include public entities, industrial manufacturers and many other businesses.

The core of graphic design is problem-solving and communication. By thinking strategically and remaining open to inspiration, we build effective projects with deep-rooted and lasting results. At Visually Speaking, we love what we do and happy, repeat customers make it a fulfilling profession.

- **Campaigns**

- **Print**

Ads + Annual Reports + Brochures + Specialty Promotion

- **Corporate Identity and Branding**

- **Information Displays**

- **Multi-Media Speaker Support**

over-the-top PowerPoints + Keynotes + Prezis

- **Scripting/Storyboard for Video Production**



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