

# BEST INTEGRATED MARKETING CAMPAIGN

UCLA Health's "We Listen. We Care." campaign expresses our commitment to patient safety and respect.

## PROBLEM

When patients have experiences in the health care setting that make them feel uncomfortable or unsafe, they often don't know what to do about it. They may not know how to report the incident or feel confident that filing a report would have consequences.

## INSIGHT

At UCLA Health, we commit to ensuring our patients feel safe, respected and valued. Clearly communicating our values around safety creates a culture where both patients and staff feel supported and empowered.

## SOLUTION

"We Listen. We Care." is a comprehensive campaign to communicate UCLA Health's commitment to safety and respect for all patients. The campaign includes digital and print materials, such as:

- Digital lock screens for every clinic computer across UCLA Health
- Digital screens for televisions in clinic waiting rooms
- An internal, all-staff email communicating campaign goals
- Retractable 36- x 84-inch banners stationed at the front desk of every hospital
- Light post banners outside every hospital
- Patient-facing wall clings attached to the inside of every exam room door in every ambulatory clinic and hospital
- Staff-facing wall clings posted in every employee-only gathering space across all care areas
- [A public webpage](https://respect.uclahealth.org) that all materials drive to through a QR code and URL: [respect.uclahealth.org](https://respect.uclahealth.org)

Each piece of collateral includes the headline “We Listen. We Care.” The tagline reads, “Respecting you is powerful medicine.” The simple, sleek design explains that patients should always feel comfortable, safe, heard and respected at UCLA Health. It includes a URL and QR code allowing patients to report any incident in which they feel uncomfortable or unsafe.

Staff-facing materials also include information with instructions for reporting incidents of violence or harassment. All staff received a joint email from UCLA Health’s chief executive officer and chief medical and quality officer. The email explained the campaign and posted materials in further detail, highlighting the system’s efforts to increase transparency and accountability.

