

Wendell Potter and PICO National Network

Communications Studio
Spring 2011

Kyle Telman
Sara McDougall
Alex Antzoulatos

Clients



PICO National Network

Founded in 1972, PICO National Network has developed into one of the largest faith-based community networks in America. PICO addresses issues facing urban, suburban, and rural communities. Such issues include increasing access to health care, improving public schools, making neighborhoods safer, building affordable housing, and redeveloping communities. The network expands across 1,000 institutions representing one million families in 150 cities and 17 states



Wendell Potter

Wendell Potter is a healthcare activist who has testified before Congress and many other media outlets. As the former head of public relations at Cigna, Potter is brutally aware the healthcare industry's unethical practices and the corporate spin that masks them. In 2010, he exposed these truths in his novel *Deadly Spin*. Potter is currently touring with PICO advocating the Affordable Care Act and fairness in the healthcare system.

Objectives

Wendell Potter presented us with task of creating a visual accompaniment to support his presentation on the Affordable Care Act. He specified that the presentation needed to function as an aid to his words and consider a wide audience. In addition, Kamara O'Connor of PICO requested that we develop a takeaway with the intent motivating the audience to become involved. The takeaway should highlight the state of Medicare and Medicaid.

Research

Initial research was conducted to gain an understanding of our client, the Affordable Care Act and healthcare practices. Potter referred the group to websites with pertinent information along with a version of the script for his presentation. After becoming familiar with the contents, the group was ready to deconstruct the script.

Analyzing Script

To understand the progression of the presentation, the group sat down collectively and identified the most important information. In this process unnecessary content became evident. The script was tweaked to remove excessive personal information that distracted from the message. From here the script was segmented based on which content suggested further emphasis and that which did not. This resulted in a general outline to progress into visual storyboarding.

Storyboarding

With a general outline of the script set, the group addressed what type of visual aids would support the main message of each segment. The segments were categorized into photographs, typography, graphs, and blank slides. Without designing, the group constructed a timeline that summarized the visual content that would be presented on each slide. The storyboards served to open a dialogue with Potter concerning the structure of the presentation in terms of how our components would accompany his speech.

Developing Components

With the intent of each slide defined, the group needed to discover the most compact way to present the information. This involved pooling additional data in order to discern which information would most effectively communicate. From here the group grappled with how to reinforce the meaning of the data visually through discussion and sketch process.

Considering Visuals

Prior to designing the actual graphics the group needed to establish a visual style appropriate for the subject and medium. The group had to consider the function of color within a palette and deciding a typeface which was tonally appropriate. Furthermore, the palette and type needed to be suitable for projection in differing environments. This involved utilizing scale and contrast for readability. Franklin Gothic was chosen because it was sturdy for projection yet conversational and impersonal in mood. It was decided that white type on a dark background would hold best in the event of ambient lighting. Colors were selected that were not highly saturated and were neutral in tone. Implementing these standards in a simple manner the group sought to create a universal look, detached from any specific demographic.

2003

Underinsured
Americans
have increased
by 60% to

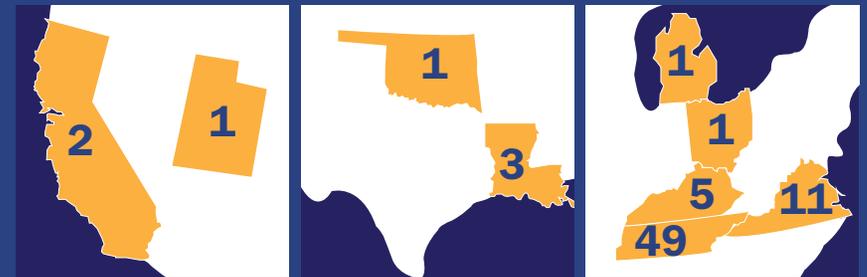
2007

25million

Bars were used to show the relative difference between 2003 and 2007 with large type to emphasize the increase of underinsured Americans.

**Remote Area Medical
made 64 stops in the U.S.
from 2006 to 2010.**

They have also made stops in
Guatemala, Mexico, and Africa.



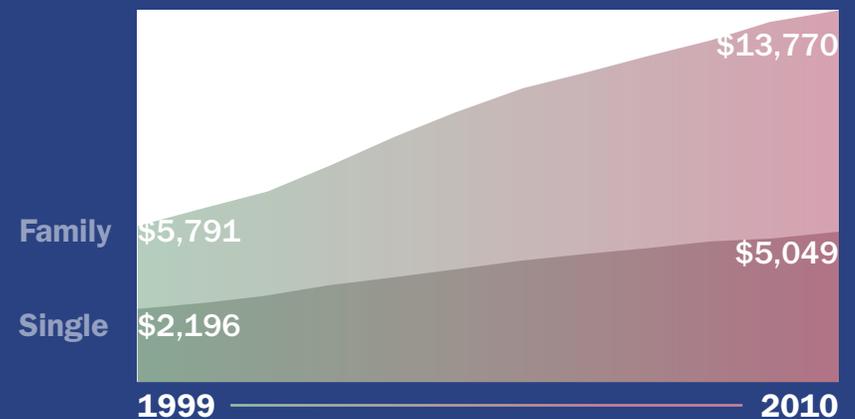
Originally the stops were displayed on a continental map. In order to downplay the large amount of white space, the group decided to crop into key areas. Bold navy numbers were used instead of other options like highlighted states with dots. This resulted in a clearer graphic suitable for projection.

Insurance company profit growth from 2008 – 2009

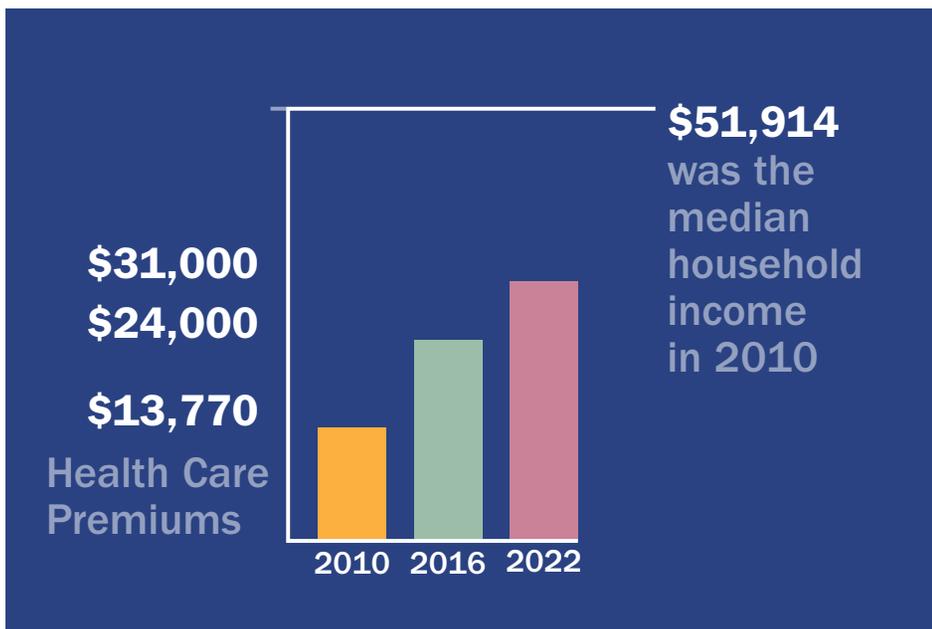


In order to eliminate large amounts of statistical data, purely scale was used as solution for comparison. Seeing as all four companies had different profits in 2008 a white square became a representation of each company without stating the number amount.

Average Annual Health Care Premium



The form of the graph is based off of numerical data however only the start and end points are stated. Color change is used to emphasize the growth of premiums. Family and single are differentiated by a change of opacity as to unite the two groups of information into one visual.



One of the challenges was deciding how to display the median income because it was separate from the set of data for the bar graph yet pivotal in understanding the information. The median household income was set as the vertical limit to show how premiums grow relative to that number.

World Rankings

Infant Mortality	Life Expectancy	Health Care Fairness
1. Monaco	1. Monaco	1. Columbia
2. Japan	2. Macau	2. Luxembourg
3. Bermuda	3. Japan	3. Belgium
...
47. Faroe Islands	49. Portugal	53. Rep. of Korea
48. United States	50. United States	54. United States
49. Croatia	51. Taiwan	55. Iraq

With a large amount of supporting data, it was important to only use what was necessary to highlight the rankings of the United States. Enough context could be achieved by using the top three and along with the countries closely ranked to the United States.

Largest Health Care Budgets

United States	Switzerland	Norway	Germany	Canada
\$512.1 billion	\$348.2 billion	\$307.3 billion	\$291.9 billion	\$291.9 billion

Originally this graph considered health-care budgets in relation to national life expectancy. It was decided that within the context of the presentation merely stating the healthcare budget was enough to support that the United States is failing to properly utilize their budget.

9 out of 40 of America's top paid CEOs work for health care related companies.

Ranking	Company	1-Year Pay (\$mil)	
1.	Stephen Hemsley	UnitedHealth Group	101.96
7.	John Martin	Gilead Sciences	42.72
11.	David Pyott	Allergan	33.76
12.	Gregory Lucier	Life Technologies	33.75
14.	John Hammergren	McKesson	32.46
24.	Kent Thiry	DaVita	29.51
27.	Howard Solomon	Forest Labs	27.10
39.	Robert Hugin	Celgene	22.39
40.	David Snow Jr.	Medco Health	22.19

In this model, the information almost speaks for itself and is thus simple in design. Only health care related companies were included as rankings would give enough context and not overload the viewer. Originally the list was the top ten CEO's with health care companies highlighted.

Kamara O'Connor

One of the biggest problems we had as a design team was working with a difficult client. For the second half of the project, Wendell referred us to Kamara, who was to be our client for the take away. From the beginning working with her found to be quite difficult due to unclear intent, lack of communication, and irrelevant data. She also stepped in on our work with Wendell and tried to make us change a lot of work that Wendell had already approved of prior. Eventually it became clear that Kamara had her own agenda and had hired her own design team for the project. As a group we decided to move forward with the take away and still contacted Wendell for information as a hypothetical client.

The Takeaway

With little time, we had to develop a take away that was to be given out after Wendell's presentation. The take away was to be informative but more so action based and driven toward Medicare and Medicaid. We began work on this by doing additional research on Medicare and Medicaid to support the data we had already from the previous assignment. From this research we developed copy and decided on titles and pull quotes to segment information. Titles were used to imply intent of the underlying paragraphs while pull quotes were used mainly to support large ideas. Next we had to decide which graphics would support the information in the take away best. Content needed to be concise as to fit onto the panels. At this scale, it was similar to the presentation in that it needed to function

with the least amount graphic detail. Color was used to make distinctions instead of lines and dots. Color from these graphs worked into our color palette, which was meant to give the reader an impersonal, positive feel. Prior to the addition of red, visually the brochure was very flat and gave a morose and negative vibe. Additionally, Georgia was used to offset the cold, heavy use of strictly Franklin Gothic. There were multiple layout issues with the brochure including a balance between white space and clutter, connections between graphs with type, alignments, and placement of pull quotes. Once these layout issues were resolved, the content flowed logically and the project was unified as a whole.

Our Experience

At this moment in time, the implementation of our slides is uncertain. Due to Kamara's interference with the project the content remains in the hands of a team of unknown designers. Through our difficulties with Kamara we were able to gain real world experience with clients who are unclear. On the contrary, Wendell showed us that other clients are more receptive and open to discussion. A large idea that the group grappled with was taking raw information and rendering it appropriate for the message and medium. Through our experience we gained practical knowledge taking a project from research through development and working with clients to the finished product.