

Hospital group's ads tout Wisconsin's health record

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The Wisconsin Hospital Association's Issue Advocacy Council has released two radio ads and is planning a third to promote the state's health care system while asking residents to be cautious in their support of national health care reform.

While the ads stop short of coming out against national health reform, they urge people to contact their representatives in Congress and tell them not to change Wisconsin's



Borgerding

health care model. Wisconsin has been recognized as the second-best state, behind Massachusetts, for health insurance access. Because of insurance programs such as BadgerCare Plus for Childless Adults, 98 percent of state residents have access to coverage and 92 percent of residents are covered, said Eric Borgerding, vice president of the Wisconsin Hospital Association,

which oversees the nonprofit advocacy council.

At the same time, the federal Agency for Healthcare Research and Quality ranked Wisconsin No. 1 in overall health care quality.

"Wisconsin is not perfect, but we're clearly headed down the right path to find ways to moderate cost and continue to improve quality," Borgerding said.

The first ad ran Aug. 5-12 and the second Aug. 17-21 on the Wisconsin Radio Network. The third ad likely will start this week and run on

the Wisconsin Radio Network for a week, Borgerding said.

Gary Mueller, executive creative director at BVK, a Milwaukee advertising agency that has worked on many issue ad campaigns, said the advocacy council's health reform ads don't give a lot of details about what Wisconsin's health care plan is, so he doesn't know how effective the campaign will be.

At the same time, issue-oriented ads work, particularly with people who already are inclined to support the position taken in the ad, he said.