

Weekly Status Reports dated February 11, 2005 through August 24, 2006 from Capstrat/PCI to Lynn Wooten and Suzanne Herman at UNC Health Care. There is no time allotted to services.

The following services can be categorized to the services detailed in paragraph 5 of the Scope of Services: *Capstrat and PCI will assemble a collaborative crisis communications team to review the UNC Health Care crisis communications plan, recommend revisions, if appropriate, and serve on the UNC Health Care crisis communications team.*

Date of Status Report	Report Period	Activity
2/11/05	1/17-2/11/05	<ol style="list-style-type: none"> <li>1. Brainstormed best ways to position Navigant recommendations internally, obstacles and key audience perceptions and theme concepts.</li> <li>2. Delivered Navigant recommendations to UNC Health Care</li> </ol>
3/7/05	2/28-3/4/05	<ol style="list-style-type: none"> <li>1. Discussed Navigant/job cuts stories with UNC HC.</li> <li>2. Prepared draft op-ed by Dr. Roper outlining "Expecting Excellence" in response to the News and Observer article on job cuts.</li> </ol>
4/25/05	4/18-4/22/05	Created talking points for UNC HC interview with News and Observer on Capstrat engagement.
5/9/05	5/2-5/6/05	Drafted strategy brief on __[redacted], including draft language for an email sent on Dr. Roper's behalf for the board of trustees.
5/16/05	5/9-5/13/05	<ol style="list-style-type: none"> <li>1. Participated in conference call with UNC HC regarding communications surrounding proposed financial assistance plan and 2006 budget.</li> <li>2. Researched what other hospitals are doing with financial assistance plans, including recommendations from AHA and the Access Project and how to position UNC HC.</li> <li>3. Provided UNC HC with a Q&amp;A and Talking Points for financial assistance plan.</li> <li>4. Drafted opening comments for Dr. Daugird's use in his presentation to the board and in his interview with Jean</li> </ol>

		Fisher, aligning the work of UNC HC with [redacted].
5/23/05	5/16-5/20/05	Provided counsel to UNC HC on recent stories and editorials in the News and Observer.
6/6/05	5/30-6/3/05	Reviewed [redacted].
6/20/05	6/13-6/17/05	Began drafting op-ed for Dr. Roper related to [redacted].
7/5/05	6/27-7/1/05	Provided response on private vs. public hospitals for community advocate group.
10/24/05	10/17-10/21/05	Edited an revised Dr. Goldstein's op-ed and prepared for submission to the N&O.
11/1/05	10/24-10/28/05	Monitored News and Observer for Dr. Goldstein's op-ed, which ran on October 25, as well as any response letters.
1/16/06	1/9-1/13/06	Provided advice and counsel to Dr. Roper on managing state Medicaid disproportionate share funding.
3/7/06	2/27-3/3/06	Researched background information on the Charity Care prepayment policy in order to draft a white paper and letter to the editor or op-ed on the topic.
3/15/06	3/6-3/10/06	Researched background information on the Charity Care prepayment policy in order to draft a white paper and letter to the editor or op-ed on the topic.
3/22/06	3/13-3/17/06	Researched background information on the Charity Care prepayment policy in order to draft a blog entry, fact sheet, and op-ed on the topic.
3/28/06	3/20-3/24/06	1. Drafted talking points for redesign of appointment scheduling system. 2. Researched background information and drafted a fact sheet and op-ed on the Charity Care prepayment policy.
5/4/06	4/24-4/28/06	Drafted news release on bed expansion and Medicaid.
6/14/06	6/5/-6/9/06	Posted blog entry about UNC Health Care's pre-payment policy on Thursday, June 8.
6/21/06	6/12-6/16/06	Met with UNC Health Care to discuss petition regarding complaints against UNC Health Care and coordinated strategies on a response to the petition.
7/5/06	6/26-6/30/06	Wrote one-pager on a proposed uncompensated care report for UNC HC.

7/12/06	7/3-7/7/06	Crafted letter in response to NCDP adoption of Resolution 29 regarding UNC's collection practices. ** Could not find Resolution 29 on NCDP website.
7/26/06	7/17-7/21/06	Researched hospital emergency department issues.
8/9/06	7/31-8/4/06	Drafted letter to the editor in response to Point of View op-ed column on UNC Health Care's financial policies for submission to the News and Observer, which was printed on Saturday, August 5.