



OCCUPATIONAL HEALTH **BEST PRACTICES**

---

WORKING TOGETHER TO KEEP PEOPLE WORKING

# Promoting Occupational Health Best Practices

Karen Jost, PT, MS Health Services Analysis

# Background

- PRR, a Seattle-based marketing firm
- Graphic treatment and tagline
- Provider and L&I staff feedback



OCCUPATIONAL HEALTH **BEST PRACTICES**

WORKING TOGETHER TO KEEP PEOPLE WORKING

Slide 2

# Graphic treatment

- Catches attention
- Encompasses a wide variety of practices
- Represents most people's conditions
- Simple, clean
- Appealing to the eye



OCCUPATIONAL HEALTH **BEST PRACTICES**

WORKING TOGETHER TO KEEP PEOPLE WORKING

Slide 3

# Working Together to Keep People Working

- Emphasizes teamwork
- Inspires coordination
- Implies collaborative decision-making
- Number one goal (keep people working)
- Easy to understand
- “Says it all.”



OCCUPATIONAL HEALTH **BEST PRACTICES**

WORKING TOGETHER TO KEEP PEOPLE WORKING