

# Public Relations



Working with the media to promote your practice provides you with third-party credibility. It's also low cost or free – although it does require an investment of time.

Look at your practice from an outside perspective and identify opportunities to share news about your services. Providing information people can use — such as health tips, comments on the latest research findings or a local perspective on a national health story — increases the likelihood that media will rely on you as a source.

## When to Contact a Reporter

Write and send a press release to local media for these types of events:

- Opening of a new office
- Physician or practice receiving an award
- Introduction of new procedure or equipment, especially if not previously available in the area
- New physician or retirement in the practice
- Event or speaking engagement

You can also position yourself as a local medical expert by volunteering to comment on health issues in the news (i.e., the dangers of hypothermia on a sub-zero day).

## Tips

- Get to know media contacts by reading/ listening to local media and tracking reporters who cover health topics. These are the reporters you should contact for coverage.
- Let a reporter know if you thought a recent article written by him/her was particularly well done. Everyone likes praise, and it can help you build a relationship with the reporter.
- Be sure to invite the media to events hosted by your practice. Give them advance notice so they can include the event in their print and online calendars (often requires sending event information to a separate contact within the media outlet).

## When a Reporter Contacts You

Reporters work on tight deadlines. If you receive a call from a reporter asking to interview you, you must respond promptly or the reporter may move on to another source.

Similarly, if Atrium Medical Center's Marketing Department asks if you are willing to speak with the media, please respond as promptly as possible – even if to decline the interview. This allows the hospital marketing team to move on to an alternate contact.

