



MARKETING PUBLIC RELATIONS

THE BENEFITS OF THOUGHT LEADERSHIP FOR HEALTHCARE PROFESSIONALS

RECRUITING | RETENTION | REPUTATION

ARE YOU LEVERAGING YOUR INTELLECTUAL CAPITAL?

Consider this: The greatest asset of your organization is your people. Your physicians. Your leaders. Their knowledge and expertise propels your growth, especially when their reputations spread beyond your walls.

Now consider that the media always is looking for experts to feature in their stories. They're searching for healthcare thought leaders from all fields of medicine, from large systems to community hospitals. From skilled nursing facilities to hospices. From physician practices to medical consultants.

"R/P is careful only to contact me with appropriate news that will be a fit for our audience, which means it often gets covered."

*Lindsey Dunn, editor in chief, **Becker's Hospital Review***

Connecting your thought leaders with appropriate media professionals brings substantial benefits to your organization:

- Industry-wide publicity enhances **RECRUITING** efforts.
- Coverage in national consumer or trade media can spur local coverage, boosting employee morale and improving **RETENTION**.
- Positive coverage builds confidence and enthusiasm, enhancing your **REPUTATION** throughout your health system and among industry peers.

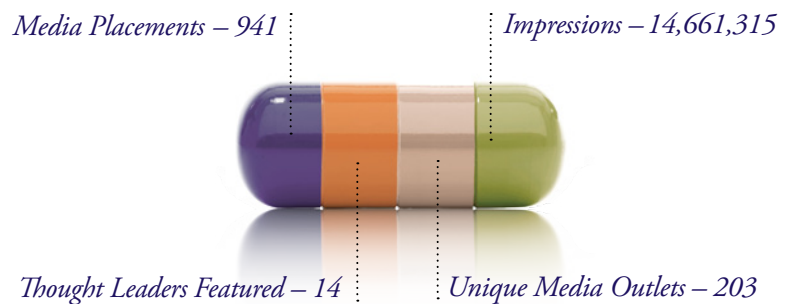
"R/P has been a great partner, and we really have benefited from the strong relationships they have with the media. The return on investment has been eye-opening. They're making a real difference for us."

Becky Swanson, division director – marketing communications, Sacred Heart Hospital (Hospital Sisters Health System)

ARE YOU LEAVING ROI ON THE TABLE?

Effective thought leadership enhances your organization's reputation and can increase consumer confidence. In addition, effective positioning brings an incomparable return on investment – potentially millions of dollars in media value that advertising budgets can't approach.

For example, one R/P client received a 10:1 return on investment over a 12-month period.



READY TO HAVE YOUR THOUGHT LEADERS RECOGNIZED?

R/P has deep experience in healthcare marketing and has been particularly successful in thought leadership positioning. The R/P team has long-standing, productive relationships with editors and reporters from *Modern Healthcare*, *hfm*, *Becker's Hospital Review*, *HealthLeaders* and many other specialized publications, as well as connections with leading national consumer publications and broadcast outlets.

Key elements of our thought leadership positioning include:

- Registering your administrative and clinical leaders as experts with key journalistic sources
- Evaluating your organization's service lines' current position in the market
- Identifying and crafting key messages
- Identifying appropriate media spokespeople and conducting media training, if necessary
- Developing basic materials, such as fact sheets and biographies
- Compiling a media list of appropriate publications and outlets to target
- Developing story ideas
- Coordinating media opportunities with appropriate leaders
- Handling all follow-up and fact checking with publications
- Providing comprehensive quarterly reports of all placements as well as bi-weekly status reports of opportunities

Our disciplined, proven approach aligns your key messages, and key personnel, with the editorial needs of media professionals. It's a "win-win" for your organization and the media. Your thought leaders gain ongoing, widespread exposure to further your strategic objectives, and the media has a thoughtful, collaborative resource to craft compelling stories for their audiences.

Investment

Thought Leadership Positioning: starting at \$7,500/month + outside expenses

This low-cost investment returns substantial value in raising the profile of your thought leaders, and your organization. Our proven process delivers business-building benefits, including enhanced retention, recruiting and stakeholder confidence.

Are you leveraging your intellectual capital? Contact Martha Vetter at 419.241.2221 or mvetter@r-p.com.

Sample National Healthcare Coverage

CATHOLIC HEALTH PARTNERS

H&HN (Hospitals & Health Networks)

October 2011

Steve Mickus, COO, Catholic Health Partners, and Dr. Imran Andrabi, CEO, Mercy St. Vincent Medical Center, were quoted in the cover story, “Smart Money Management.”

HealthLeaders

November 2011

Brad Bertke, president and CEO, and Pam Kadlick, vice president of patient care and CNO, both of Mercy St. Anne, were quoted in the story “Managing the Geriatric Boom.”

Becker’s Hospital Review

Ongoing bi-monthly column

Mercy healthcare executives are interviewed and featured in a column published bi-monthly on trending healthcare topics.



“Our environments are very dynamic inside and out, with different constituents and cultural contexts. It requires skill in a very important leadership competency: emotional intelligence.”

Steve Mickus, COO, Catholic Health Partners, Cincinnati, as quoted in H&HN (Hospitals & Health Networks)

Sample National Healthcare Coverage

HOSPITAL SISTERS HEALTH SYSTEM



“If you don’t have physician buy-in and you’re changing something that impacts their practice, it’s not going to be sustained. We had to work with them closely to get their perspective and input.”

Faye Deich, COO, Sacred Heart Hospital (Wisconsin), as quoted in Inside Healthcare cover story. Ms. Deich also appeared on the cover.

Addiction Professional

January/February 2012

Tom Fuchs, director of the L.E. Phillips-Libertas Treatment Center, was featured in a bylined article “A Medication Treatment Blends In.”

Patient Safety & Quality Healthcare

May 2011

Dawn Garcia, divisional director of medical/staff quality, authored a bylined article “Central Line Infections: Targeting Zero on an Oncology Unit.”

Healthcare Cost Containment

April 2011

Faye Deich, COO, and Amy Dwyer, CNO, were quoted in the story “At Sacred Heart, All Employees – Including Finance – Take Time Off During Low Census Periods.”



Dr. Kamal Thapar, neurosurgeon and director of the Brain & Spine Institute at Hospital Sisters Health System’s Sacred Heart Hospital, was featured in a *HealthLeaders* cover story on medical breakthroughs, including a cover photo.

Sample National Healthcare Coverage

HALLEY CONSULTING GROUP, LLC

hfm

March 2012

Marc Halley, president and CEO, Halley Consulting Group, authored a bylined article “The Drive to Survive: Independent Medical Practice.”

hfm

January 2012

Marc Halley authored a bylined article “Managing the Market.”

Physician’s Practice

May 2011

Marc Halley was quoted in the cover story, “Piecing Together Your Staffing Puzzle.”



“R/P is terrific.

Thanks for really coming through for me time and again.”

Joe Cantlupe, senior editor, HealthLeaders

“ R/P knows healthcare media and they understand the value of thought leadership. They have helped our firm grow from a small regional consulting company to a nationally recognized expert in our field. R/P has garnered national recognition for our work in every healthcare media publication that we've targeted.”

*Robin Walters, MS, business development manager,
Halley Consulting Group*

ABOUT R/P MARKETING PUBLIC RELATIONS

From nationally recognized health systems to local physician networks, R/P has decades of experience in helping clients tackle some of their biggest challenges. Our results-focused solutions are grounded in strategic insights and executed through all appropriate channels, including earned media (public relations), paid media (advertising) and owned media (interactive). We welcome the opportunity to help you reap the benefits of thought leadership. Contact Martha Vetter at 419.241.2221 or mvetter@r-p.com.

