



HCCITM
HOME CENTERED CARE
INSTITUTE

Driving Practice Growth through Marketing, Media Relations, and Your Community

Sharing the Story of Your Practice and What Sets You Apart

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Presenters



James Warda

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Objectives

- Learn how to create a comprehensive outreach strategy to promote your practice through media, marketing, and your community
- Learn how to collaborate with your colleagues to drive the growth of house calls and your practices

CRAIN'S CHICAGO BUSINESS

NEWS & DATA POLITICS & OPINION LIFESTYLE & DINING REAL ESTATE SPECIAL REPORTS THIS V

CHICAGO SUN-TIMES

THREE-YEAR HOUSE CALL PROJECT SEEKS TO EXPAND HOME CARE:

Doctor house calls seeing a resurgence among aging population, healthcare deserts

Medical house calls fall under the category of home-based primary care.

By Sandra Guy - For the Sun-Times | Oct 7, 2022, 5:00am PST

Twitter Facebook Email Share

Hospice News

Fin

VALUE-BASED CARE

Hospices Pursue Base Primary Care Project

The in-home visits and her pharmacy home deliveries allow Baylis — who had a stroke two years ago that left her bedridden and her left side weakened — to get regular health checkups.

The house calls also relieve her caregiver — her niece Jacqueline Wooding — from having to arrange for constant transportation, order medical supplies, endure doctor's office waits and explain her aunt's condition over and over again.



Mattie Baylis gets a checkup in her West Garfield Park home from her house-call nurse practitioner April J. Odom. | Brian Rich/Sun-Times

Baylis is receiving house calls from one of 18 healthcare practices in the greater Chicago region taking part in the Home Centered Care Institute's new Illinois House Call Project.

North Fort Myers Neighbor

NEWS SPORTS OPINION OBITUARIES CLASSIFIEDS HURRICANE GUIDE

Home / News / North Fort Myers News / Meet Your Neighbor: Amie Peterson — Nurse practitioner champion for homebound patients

Meet Your Neighbor: Amie Peterson — Nurse practitioner champion for homebound patients

North Fort Myers Neighbor Living special feature

By CHUCK BALLARO - | Aug 10, 2023



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Agenda

1. Objectives
2. Tell Your Story
3. Share Your Mission, Vision, and Key Messages
4. Engage the Media
5. Engage the Market
6. Engage your Community and Colleagues
7. Next Steps



Tell Your Story

Put Your Practice's Story into Words

- What is the “story” of your practice?
- What was the real, human need behind that story?
- What is your practice’s “game changer”? What sets you apart?
- What would your patients, and their caregivers and families, do if your practice didn’t exist?

Activity: Tell Your Story

Share your practice's story with others

Ask, “What stood out for you?”

Notice and note trends in the answers

Add text here

Share Your Mission, Vision, and Key Messages

Mission and Vision: Structure Your Story

Mission

- What do you do?
- For whom?
- Why?

(Incorporate previous trends)

Vision

- In the future, as your practice performs its mission, what will a typical day look like for your patients – including their caregivers and family members, providers and practice staff?
- “Paint the picture”

Activity: Your Practice's Mission and Vision

Mission

- My practice does these things....
- For these people...
- Because....

Vision

- In the future, on a typical day, our patients and their caregivers and families will be....
- Our providers will be...
- Our practice staff will be....

Create Key Messages: Example

THE PROBLEM

- In the U.S., over 7 million homebound adults and those with difficulties leaving the home need primary care, but 85% don't receive it.

THE SOLUTION

- House calls bridge this care gap, improve outcomes and the patient/caregiver experience, and reduce costs.

LOCAL SOLUTION

- [YOUR PRACTICE] has been offering house calls to homebound residents of [YOUR CITY/REGION] since [YEAR] because [SPECIFIC LOCAL NEED]. Visit [YOUR PRACTICE'S WEBSITE] to learn how to receive quality house calls where you live.

Reach Out to the Media

- Put your practice in front of potential patients and their caregivers, and other stakeholders through publications, TV/Radio, etc.
- Raise awareness about house calls and their benefits.
- “Earned media” (e.g., newspaper articles, external blogs/social media posts) has value, separate from “paid media” (advertising) and “owned media” (your channels).

Six Steps of a Media Reachout Campaign

1. Determine your “news” and key messages.
2. Determine which communications vehicle to use, e.g., press release, OP-ED, Letter to the Editor (LTE).
3. Build a media list.
4. Pitch stories to the media on your list.
5. Prepare for, and conduct, media interviews.
6. Share news coverage with your networks.

Best Practices: “The Pitch”

- Prepare and send your pitch email – “start a conversation”
- Call to follow up
- Work with the reporter/editor
- Prep your practice’s spokesperson to deliver a compelling message and concrete “call to action”
- Understand how busy reporters/editors typically are, and how many pitches they receive

Best Practices: Media Interviews

Before the interview

- Know about the reporter/editor and their audience
- Anticipate questions, especially any challenging ones
- Prepare, practice, expect the unexpected. (Everything is “on the record.”)

During the interview

- Deliver your messages
- Use simple, direct, concise language and only credible and *published, citable* stats
- Don’t be afraid of silence or saying, “I don’t know, can I follow up with you?”
- Repeat your main key message then repeat it again
- Use “bridging” technique to get back to main messages
- Always protect privacy/confidentiality (e.g., HIPAA)

After the interview

- Send follow-up and any resources, ask to know when piece runs
- Nurture long-term relationship, help connect to other experts/sources

Best Practices: Media Queries

Media may contact you with questions, interview requests, etc., and your colleagues/partners may direct requests your way.

Best practices:

- Ahead of time, educate your practice on how important these queries are and how important it will be to respond *accurately and quickly*.
- Identify a media contact/spokesperson for your practice.
- If a reporter calls and you don't have time to talk, tell them. Ask what they need and when/how you can contact them. Don't do an unprepared interview.
- Reporters are typically working on an urgent deadline – ask what their deadline is and work towards it.
- If an interview is then scheduled, follow interviewing best practices

Best Practices: Once the Article/Story Appears

You want potential patients, caregivers, family members of patients, and other stakeholders, to see the article/story.

Best Practices – several ways to share

- Your practice's social media feeds and possibly staff's individual professional feeds
- Your Practice's Newsletter/Website/Blog
- Partner Newsletters/Websites/Blogs
- Email to your patients, caregivers, potential donors, and wider network
- Share it with HCCI, too. We can then share with our networks.

A blue-tinted photograph of a modern office environment. In the foreground, a group of five business professionals (three men and two women) are seated around a large conference table, looking at documents and talking. In the background, another group of people is standing and talking near large windows. The overall scene conveys a professional and collaborative atmosphere.

Engage the Market

Get the Word Out

- Share your Story externally through advertising and your “owned channels”
- Your practice’s marketing messages should align with your internal messages and those being used for media/PR.
- Keep your messages crisp, clear and caring.
- Keep going back to your mission, what makes you different, and what you want people to most remember about your practice – and how the experience with your practice will make them *feel*.

Ways to Get the Word Out

Content – What

- Upcoming Event
- Health information
- Statistics
- Provider and Practice Awards/Accomplishments
- Provider and Practice Staff Spotlight
- Patient/Caregiver Spotlight
- Key Partner Spotlight
- Photos
- Media Articles
- Partner Posts/News

Channels – How

- Practice Marketing Collateral (e.g., flyers, brochures)
- Practice Website
- Emails, Blog and Newsletter Article
- Videos
- Online Chat
- Webinars
- Podcasts
- Community Listservs
- Social Media (e.g., Facebook groups)
- Surveys/Polls
- Conferences/exhibits

Online Presence

Websites are *expected*

- Instant impact on credibility (e.g., potential patients, caregivers, donors; reporters/editors; and other key stakeholders)
- Basic site can be done in a few days at minimal cost

Social media presence is *expected*

- Build relationships, expand the reach
- Share your expertise to help audiences and drive your credibility
- Engage with your audiences and leverage their reviews
- Advertise (e.g., Boost Campaigns)
- Overview: Facebook Page and Local Community Groups, LinkedIn, Instagram, Twitter, Yelp

Consider dedicated resource for content and online presence management (e.g., internal/intern, freelance, hire)

A blue-tinted photograph of a man in a white lab coat and glasses, standing and gesturing with his right hand towards a group of people seated in a meeting room. The group consists of several individuals, mostly men, dressed in business casual attire. The room has a modern, open-plan feel with large windows in the background. The overall image has a strong blue overlay.

Engage the Community and Your Colleagues

Inform Key Audiences in Your Community

- Local community organizations (e.g., events, meetings) often looking for speakers
- Identify your local organizations who serve and/or work with older adults and caregivers such as:
 - Senior centers
 - Houses of worship
 - Rotary clubs
 - Veterans groups and clubs
 - Parks and Recreation Departments
- Reach out to the program director/coordinator at each organization to inquire about speaking.

Build Relationships and Collaborate with Colleagues and Other Professionals

- Why I don't use the term “networking”
- In-person vs. Online
- The Golden Rule
- The Unwritten Rules

PARTNERS

Next Steps

- Create/enhance your practice website and social media presence within 30 days, and then update them at least once a week.
- Tag/connect with HCCI and me on LinkedIn, so we can get the word out.
- Use other appropriate hashtags and keywords, e.g., #housecalls, #palliativecare, #nursepractitioners.
- Refer to the *HCCI Media Toolkit* to reach out to your local media, market your practice, etc.
 - To receive a free copy, email jwarda@hccinstitute.org with “AAHCM Meeting – Media Toolkit” in the subject line.
- “Share the wealth,” refer reporters to your colleagues, other orgs in your field/industry, etc.



Questions

HCCIntelligence™ Resource Center



Hotline

Call 630.283.9222 or email
Help@HCCInstitute.org
9:00 am-5:00 pm (CST)
Monday through Friday



Webinars

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topics relevant to HBPC.
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