

## ***Media Relations***

### **ThedaCare Physicians**

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**Challenge:** To help rural primary care physicians affiliated with ThedaCare, Inc., a four hospital health system in Appleton, WI, raise awareness of and increase visibility for their service offerings, and to position them as medical experts with local media.

**Target:** Local media in communities where ThedaCare Physicians offices are located.

**Solution:** ThedaCare Physicians has several locations throughout the Fox Valley and surrounding areas, including many in rural communities. The goal of the project was to empower ThedaCare Physicians practice administrators to gain exposure for local physicians by submitting the articles to area papers.

At the beginning of each year, Bottom Line compiled a list of appropriate medical topics to cover throughout the year, such as *Safe Summer Exercising*, *Managing Your Child's Asthma*, and *Bone Health in Women*. Many of these topics were suggested by the physicians themselves. Based on this topic list, we drafted two articles a month, which were then pitched to local media. Each article ranged from approximately 500 to 700 words. We worked with individual physicians and practice administrators to customize the templates for different ThedaCare locations by adding quotes and advice from specific, local physicians.

**Outcome:** Currently, ThedaCare uses the article templates with local media at many of the different ThedaCare Physicians locations. Based on the success of our articles' media placements, we've continued the project for two years since its inception. Physicians now actively seek us out to draft articles on topics they feel are important to their local communities.