

Other articles and news releases highlighted the findings from the company's proprietary database and its ability to identify undetected problems and treat them successfully.

Leveraging Proprietary Research for a National Public Relations Campaign

The Company

A managed care company with a strong clinical management focus desired to expand its market nationally.

Strategic Issues

- The firm was differentiated by possessing a large database of treatment transactions and outcomes, plus a proprietary assessment tool that measured patients' progress.
- Top executives in the firm were highly respected industry leaders who held national offices in their professional associations, and who regularly published articles in peer-reviewed research journals.
- The company was considerably smaller than the major players in its space and was considered a regional, niche competitor. Goals for the public relations campaign included increasing name recognition so that the company was among the "top five" to be included in RFPs from benefits consultants, building brand awareness, and establishing the company as a superior performer due to its clinical management expertise.

The Tactical Solution

Scott Public Relations designed a campaign that leveraged the company's proprietary research and publishing successes to garner media coverage in the trade and national press, positioning the company and its executives as the "experts" in managing treatments to realize improved outcomes.

For example, when a research article was scheduled for publication, SPR developed a press release announcing the coming placement and the findings of the research report. Other articles and news releases highlighted the findings from the company's proprietary database and its ability to identify undetected problems and treat them successfully.

SPR also analyzed the reports created each year from the database to identify topics on which the data could be used for new articles.

Results

SPR delivered 300% of the goals set by the client at the beginning of the campaign.

Leveraging Proprietary Research for a National Public Relations Campaign

Media Coverage

The published research article/news release strategy resulted in obtaining coverage in key employer and business trade media that the client had targeted, including:

- *HealthPlan*
- *Best's Review*
- *Employee Benefit News*
- *Managed Healthcare Executive*
- *Employee Benefit Plan Review*
- *Employee Benefit's Journal*
- *Risk & Insurance*
- *The National Psychologist*
- *Psychologist News*
- *Disease Management News*

As credibility generated by coverage in the trade press solidified the company's reputability, SPR leveraged this position to secure interviews in national media such as:

- *The New York Times*
- *MSNBC*
- *The Los Angeles Times*
- *CNBC*

Scott Public Relations...

"A Step Ahead" is a publication of Scott Public Relations (www.scottpublicrelations.com) a public relations firm specializing in business-to-business communication for firms in health care, insurance and technology. Scott Public Relations helps its clients, ranging from Fortune 100 firms to start-up companies, stay "A Step Ahead" in their marketing programs and in their industries.

For More Information

To receive regular "A Step Ahead" bulletins, notify Joy Scott, joy@scottpublicrelations.com. Scott Public Relations, 21201 Victory #154, Canoga Park, CA 91303. (818) 610-0270

Can your company's research jump-start your public relations program?

Yes, if:

- There is statistically valid data to present.
- The sample size and the breadth of the data makes you unique in your industry.
- The data can be analyzed to predict results and alternative scenarios.
- There are credible company experts who can analyze and interpret the data for the media.
- There are company spokespeople available who can clearly and succinctly communicate the study findings and their relevance.

If the answer is "yes," then developing a robust media relations strategy could be the key to accelerating your company's profile in the market and increasing the number of consumer hits to your website.