

TOPIC IDEAS

Don't know what to send to the media to stay out in front? Here are a few ideas to get you thinking:

Practice Related

- New website or significant upgrade to existing website (if relevant to your audience)
- Celebrating an important anniversary (e.g. 10 years in business, 50k patients, etc.)
- Opening a new office or relocating your office
- Changing the company name
- Merger or acquisition
- Receiving endorsements from a major celebrity or public figure (make sure you have their permission to publish this)
- Hosting a tour/open house of your practice

Medical/Health Issues

- Illness outbreak (warning)
- New equipment
- New service or offering
- Clinical trial involvement/opportunity
- New medication availability

Personnel

- Announcing personnel change: new hires, retirement, resignation, death
- New credentials achieved by your staff
- Announcing a media appearance (radio, tv, etc.)

Community

- Sponsoring an event or team
- Hosting a community seminar
- Attending a community fair

Charitable Work

- Involvement with charity work/pro bono work
- Making a significant charitable contribution

Awards/Honors

- Receiving an award – Giving an award
- Establishing a scholarship

Industry/Research/Academia

- Releasing findings of new study or research you were involved in
- Developing a new technology or unique procedure
- Provide expert opinion on important subject

Pet Care

- Offer information: emergency care, seasonal preparations, etc.

Current Events

- Commentary on or tie-ins to current events
- Interesting trends
- Disease alerts or warnings in your community