

## Public Relations Packet Introduction

There is ongoing media interest in innovative approaches, technologies and surgical procedures that are designed to optimize patient outcomes. As experts in the field and a trusted resource for information, you can be a valuable resource for the media and patients, enabling them to receive accurate and up-to-date information.

DePuy Synthes is pleased to provide you with this Public Relations Packet which contains information and materials to encourage people with joint pain to speak with a doctor about treatment options and help increase the visibility of your institution and expertise. This Packet includes collateral to promote available treatment options through a partnership with DePuy Synthes.

### **Media Outreach: The Basics**

You can proactively reach out to reporters at online outlets, newspapers and television stations to suggest ideas for stories or offer yourself as a regular contact and resource for information. Following are media outreach tips that will help you accomplish this goal.

### **When to Contact the Media:**

- ✓ **To announce news from your institution**  
Examples include a new service, procedure or product that you offer or a new location opening or surgeon joining your department.
- ✓ **To highlight a trend seen in your institution/department among your patients**  
Reporters like stories focused on societal changes or trends. For example, you might suggest a story about how recent advancements in surgical procedures or innovative technologies have had an impact on patient care, health outcomes or reducing healthcare cost.
- ✓ **To build upon national news or trends receiving media coverage**  
If a story is popular in the national news, local reporters are usually looking to cover how this news affects the local area. For example, you might be able to leverage a national story into a local piece for which you comment on the latest surgical techniques and technologies or suggest interviews with patients in your institution.

### **Contacting the Media: Tools You Can Use**

- ✓ **Press Release**  
A press release is used to announce new information, services or products. Press releases can be sent to local, targeted media contacts or distributed via a news service or wire service to a wider list of reporters who review them to obtain story ideas. Please see the Press Release Template included in this Packet for an outline of a press release that your hospital can tailor based on experience and patient outcomes at your institution.
- ✓ **Pitch Letter**  
A pitch letter offers a reporter a story idea tailored to that reporter's interests, style, his or her associated media outlet and its audience. It may also include background information about you and your expertise on the topic. Please see the Pitch Letter Template included in this Packet for an outline of a basic pitch letter that can be tailored by you for any news that is specific to your institution. The best way to disseminate a pitch letter to reporters is via e-mail.



✓ **Fact Sheet**

This document can be provided directly to media looking for additional information.

✓ **Newsletter and Social Media Sample Content**

This document provides you with sample content that can be used in your institution newsletters or on your institution's social media channels (Facebook, Twitter).

The language in these documents is from DePuy Synthes for your use in media outreach you conduct and can be incorporated into pitch letters and press releases you develop. Please note that completion of the provided templates, media outreach, and final implementation is the responsibility of your facility.

We would appreciate if you would notify us of pending stories and forward media coverage as it appears, as we are very interested in seeing your success with outlets in your market. Please contact your DePuy Synthes Sales Consultant and/or Monika Schoenbeck ([mschoen6@its.jnj.com](mailto:mschoen6@its.jnj.com)) in DePuy Synthes Communications.

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