



Ten Reasons Why Doctors Should Seek Publicity

Here's how to get noticed by the media.

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There are many successful marketing techniques to create a very busy, growing, and productive practice. A component of marketing too often missed is publicity. We would like to share ten reasons why doctors should seek publicity.

It is a fact, doctors' reimbursements are going south, and overhead expenses are headed north. This translates to a decrease in the size of your wallet and your bank account. The trend today is for doctors to become employed by hospitals, which essentially leaves them with a fixed salary. An acceptable solution is to find ancillary income. One way to do that is to become famous. Publicity allows you to become noticed and allows you to ethically send your message to others who need your service and expertise. This results in people developing a relationship with you, liking you, and then believing in you. If they believe in you, then they believe you can solve their health-care problems. Those who hear your message will then become your pa-

tients. Publicity, if it's effective, will increase your bottom line.

1. Achieving publicity is a challenge. It is every bit as difficult as achieving admission into medical school. No one said achieving public-

your practice is also a thrill that is hard to describe.

3. Achieving publicity makes you feel important. An appearance on TV, radio, or an article in a publication makes you visible. Yes, it is

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ity was easy. If it was easy, then everyone would be successful at it, and the rewards wouldn't be as great.

2. Publicity is exciting. There is nothing as exciting as introducing yourself to the media of a television program and then be invited to appear for a three to five minute segment on the evening news in your community. Contacting a local reporter from your hometown paper and having a story about you and

nice to be a healer and feel a sense of satisfaction by providing care to patients, but it is also a feeling of great satisfaction and an enhancement of self-esteem to be a darling of the media.

4. Publicity builds confidence. Everyone becomes anxious and nervous when they are in front of the camera and the lights are on. It's natural to feel that way. However, when

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you have done this several times, you develop a sense of confidence that ultimately makes you comfortable when you are “on stage”.

5. Publicity helps you define your niche or area of expertise. It’s impossible to become an expert in everything. However, you can find one thing and do it very well, and others will recognize your expertise if you narrow your focus. You may love and be highly gratified with sports medicine, wound care, or podopediatrics and want to specialize in one of those areas. Publicity doesn’t mean you can’t do all the procedures you are comfortable doing and treating all the patients you have training to treat. However, if you want to become famous, select one area and become the expert in your community, your region, or in the nation. Remember, you can have everything you want if you position yourself to be a real expert.

6. Creating publicity helps you to overcome obstacles. Doctors are used to instant gratification. A patient fractures a foot, the doctor operates

7. Achieving publicity encourages you to leave your comfort zone. Doctors are creatures of our comfort zone. We don’t like anything that deviates from the status quo. There is nothing more anxiety-provoking than public speaking or working with the media. Doc-

10. Publicity teaches you to overcome your fear of public speaking. It is widely known that the greatest fear people have is public speaking. There are so many ways to get started. Service clubs, church groups, and schools are always looking for physicians to come and speak

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tors have the training and skills to communicate with patients on a one-to-one basis. This all changes when you walk onto the TV set with the bright lights turned on you and your host. However, when you do it often, you become more comfortable. Certainly, you can expect to have butterflies in the gut before you walk before the camera, but with enough practice, you can get the butterflies to fly in formation!

8. Publicity is an ethical way to toot your horn and promote yourself. Doctors are not very good

to their organizations. When you get good at public speaking, you are ready to move on to larger venues like radio and TV.

Bottom Line

Doctors are for the most part uncomfortable seeking publicity. However, there are reasons that doctors should seek publicity for their practices, and it can be very exciting and rewarding when you get comfortable with the media and publicity. **PM**

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and pins the fracture site, the patient starts rehabilitation, and in a few weeks is walking again. Publicity is not that easy. You contact the TV station or a reporter by phone and leave a message for a story for the paper. The station or the reporter doesn’t call you back. You send an e-mail which goes unanswered. You send a Fedex package with your story or idea and you don’t get a response. The publicity experts opine that it takes, on average, seven attempts to reach the media before you receive a response. Often, the busy doctor will decide that is too much effort, and the return on the investment is too low to continue to reach out to the media.

at self-promotion. For the most part, we are modest and reserved. However, achieving publicity is a way to showcase your skills, your expertise, and your personality.

9. Publicity is ethical marketing. Your peers can’t fault you for appearing on TV. You don’t violate the Hippocratic Oath by writing an article for a local publication. Publicity is not the same as advertising. Advertising is what you pay for, and often rankles your colleagues. However, if a reporter interviews you for something that you offer to your patients, this puts you in a different light.



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