

# PITUITARY WORLD NEWS

## COMMUNICATION STRATEGIES: INCREASING AWARENESS



### Strategies for improving awareness

PWN ultimate goal is to see more people worldwide diagnosed properly and early to reduce the number of those undiagnosed or misdiagnosed. We will accomplish this goal by providing compelling content that offers valuable information to those seeking answers pertaining to health related issues about pituitary tumors and other pituitary disease processes. The keys to our success are simple and straight forward and are outlined below:

- ▶ Establish a strong collaborative/support network with the health/medical education establishment and the primary care physician community
- ▶ Deliver scientifically sound medical and general content that is compelling, engaging and innovative
- ▶ Provide a platform where the medical education community, industry professionals, primary care, related specialty physicians, patients, hospitals, clinics, nursing communities, dental practitioners, private independent doctors, ophthalmologists, pharmacists, mental health professionals, opticians and other support communities can engage and collaborate.
- ▶ Establish a channel where pituitary patients can advocate and engage with other like patients, professionals and industry experts, and provide feedback on their conditions and experiences so other people can benefit.
- ▶ Establish an effective vehicle that can reach a wider audience to appeal to potentially undiagnosed patients
- ▶ Execute an effective fundraising program

### Transforming how information is spread

At its core, PWN connects thought leaders to patients, creating access to critical expertise. We are reframing the conversation by creating a network of highly informed professionals and people affected by pituitary disorders. We want our partners and collaborators to share their story and expertise, and be part of this movement to change how we spread knowledge and information.

### Programs and activities

In addition to the content publishing component, our reach can be expanded significantly. Expenditures would focus on subscriptions to professional directories, PR services and search engine optimization (SEO) strategies that would help us achieve a much faster growth rate. It would also allow us to increase the number of educational and general interest videos and podcast that can be readily accessed and download. Other ideas include a speakers bureau with compelling stories and content that can be made available for constituents to share with their respective communities.

## Target audiences

Our target audience segments have been identified for their ability to reach potential pituitary patients and care givers. This is an initial list:

- ▶ Pituitary patients, families and loved ones
- ▶ Related patient blogs
- ▶ Primary care physicians
- ▶ Related specialist physicians
- ▶ Pharmacists
- ▶ Ophthalmologists
- ▶ Medical schools, nursing schools and other health educators
- ▶ Hospitals and clinics
- ▶ Optometrists
- ▶ Dentist and dental practitioners
- ▶ Nurses and Nurse practitioners
- ▶ Nutrition and weight management experts
- ▶ Psychologists and behavioral professionals
- ▶ General media outlets
- ▶ Specialized health media channels
- ▶ Online Public Relations distribution services
- ▶ Trade organizations and professional directories
- ▶ Professional trade journalists and bloggers
- ▶ Key national media
- ▶ Key health broadcast, print and online programs
- ▶ Special interest publications and blogs
- ▶ Patient outreach groups

## Communications tactics

To reach the desired different audiences we plan utilize a variety of main stream marketing and communication programs designed to maximize reach and increase awareness.

- ▶ Educational and general interest content development in PWN (video, audio and print)
- ▶ Search Engine Optimization (SEO/SEM)
- ▶ Link strategies to increase reach
- ▶ Social media
- ▶ Main stream health and wellness related media (PR and advertising)
- ▶ PR and media release distribution of appropriate content
- ▶ Advocacy programs to build relationships with key media
- ▶ Patient advocacy and patient engagement forums
- ▶ Membership in key directories
- ▶ Leverage Information technology to increase efficiency and efficacy
- ▶ Advertising and promotional consideration in key membership directories
- ▶ Direct marketing to professional lists
- ▶ Speaking engagements and presentation