

## What's Press Release Worthy For Your Healthcare Practice?



We touched on what's newsworthy for getting local press mentions in another post so, in this one we'll take a deeper dive into what is worthy of you issuing an official press release for your healthcare practice.

### **What's a Press Release Again?**

A press release is an official notice of communication from a medical or healthcare

practice that's intended to provide enough information for the press to write stories about the content, and for the public to understand and act.

Press releases are written in a style that is different from a blog post, newspaper article, or feature in a magazine. In fact, press releases have a formatting and styling that's all their own.

Today, press releases often take on multiple styles, based on the industry.

PRWeb, a large online news distribution service, has a guide on [how to write a press release](#) but specifically, press releases are written in an objective tone without hype and they avoid directly addressing the reader with sentences that include "you," "I," and "we" because a press release is an announcement, not an advertisement.

### **So, what's considered newsworthy then?**

This is a rather subjective question, because one person's news, is another person's snooze.

At InboundMD, we tend to think length is a good rule of thumb to follow in determining what is

press release worthy. For example, your news should require you to explain it in more than just a sentence or two.

If you can't write several paragraphs (between 300 to 800 words total) on your announcement then it may not be news. At least not press release worthy news!

## **Newsworthy Content**

At first it may feel strange to toot your own horn. But if you don't tell people about what you're doing, how will they find out?

Getting over the sensation that promoting yourself feels weird and maybe a little disingenuous may take some time but if you start with common news topics you may find that it's not as foreign a concept as you once thought.

Typical news angles for doctors, medical practices, and healthcare practitioners include:

*Can you add a sentence or two of meat to each of these? I think a little more content here would give reader clearer picture.*

- **Patient milestones reached:** “World’s best medical practice celebrates 10 year anniversary with over 10,000 patients treated by Dr. Awesome.”
- **Community involvement / sponsorships:** Volunteering for community clean-ups, hosting a blood drive, or sponsoring a fitness initiative for area children.
- **New hires:** Local newspapers and business journals regularly post announcements of newly hired employees, oftentimes including a headshot. It’s a great way to get your practice mentioned in the paper that’s easy and free.
- **New equipment purchased:** Any cutting edge new technology that allows to you perform the latest and greatest procedures is a newsworthy way to set yourself apart from your competition.
- **New services / treatments:** This may coincide with hiring new staff and obtaining new equipment because you now have the manpower and horsepower to offer more services. Any new treatment option that enhances your patient experience is worthy of an announcement.
- **New locations:** You just opened an additional location or, bought a larger building –

congratulations! News of this type shows that your practice is strong, successful, and growing.

- **New awards and honors:** Sharing the news of your achievement is not bragging, it's trust building with patients because it shows that you've been recognized by your peers and your industry which is sometimes the highest compliment that you can get.
- **Speaking at a conference:** You may overlook this but, announcing your involvement with a conference highlights that you're an authoritative source of medical information that people want to listen to.
- **Exhibiting at a tradeshow:** If for no other reason the simple fact is, if people don't know about an event, they won't attend. Distributing the news that you're exhibiting at a tradeshow informs others who may want to seek you out, allows you talk about what your practice specializes in, and gives you the opportunity to share any new developments.
- **Published results of a study you were involved with:** Getting published is a big deal. If you were involved in a research study not only do your colleagues want to read it and

stay informed but this announcement helps to [establish you as an expert in your field](#).

Be wary of using your press release to distribute a general interest article, save that type of content for your blog.

However, a wire service like PRWeb will distribute opinion pieces as long as it is on a topical subject and the release doesn't contain just opinion.

“Opinions not attributed to a source are flags that the content may be an advertisement or opinion column rather than a news release,” according to the PRWeb editorial guidelines.

For example, there may be some myths and misconceptions surrounding the services that you offer.

You could write a press release explaining what those are, debunk them, back up your claims with research results and successful case studies.

## **Press Release Templates**

Here are a few healthcare press release templates to announce some standard news items including new staff, new physician, and the opening of a

new location. Follow the five steps below to craft your own release.

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## How to Announce Opening of New Medical Practice Location

### PRESS INFORMATION

FOR IMMEDIATE RELEASE: November 9, 20XX

#### Contact:

World's Greatest Medical Practice

[www.YourWebsite.com](http://www.YourWebsite.com)

1-800-[PhoneNumber](tel:1-800-PhoneNumber)

### **World's Greatest Medical Practice Opens New Clinic in New Neighborhood**

*Rapid growth and expanding patient base accelerates need for new location*

**BUFFALO, NY NOVEMBER 9, 20XX** - World's Greatest Medical practice, a leader in patient care, is announcing today the addition of a brand new location to serve their growing patient base.

This is the second location to open. Patients can visit to receive primary health care services such as yearly physicals, medical evaluations, laboratory services, specialty care referrals, immunizations, employment or sports physicals, pharmacy services, and hearing and vision testing.

"We are excited for our staff to serve the medical needs of residents in our area," said Dr. Awesome. "This new clinic will provide quality health care services in an underserved area that previously had limited access to primary care."

The hours and locations of the two clinics are:

- West Side Clinic: 123 Fake Street, Buffalo NY 14202. Open from 8 a.m. to 5 p.m. weekdays.
- East Side Clinic: 321 Some Street, Buffalo, NY 14203 Open from 8 a.m. to 5 p.m. weekdays.

For more information about the World's Greatest Medical practice or to make an appointment, please call 1-800-[PhoneNumber](tel:1-800-PhoneNumber).

#### **About World's Greatest Medical Practice**

The World's Greatest Medical Practice has been practicing medicine and serving patients in Buffalo, NY since 1990.

Thousands of patients have been treated by Dr. Awesome who is board certified and a recipient of numerous awards and accreditations.

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### Step 1 – Strong, Direct Headline

Headlines should be direct, to the point, and explain exactly what the announcement is.

### Step 2 – Introduction – Why Is This News Important?

Introduce who you are and why this press release is news worthy – briefly explain why anyone should pay attention to what you’re saying.

### **Step 3 – News Details**

The body of the press release is where you can dive into deeper detail about the news announcement, tell the story leading up to this announcement, provide compelling statistics, and give reporters something that they can quote. A personal quote from a doctor in your office is helpful to put a face to the name of the practice.

### **Step 4 – Important Information**

Include information that helps readers take action or connect with you. In this example of announcing a new location, simply include the address and office hours.

### **Step 5 – Contact and About Info**

Lastly, provide contact information such as a telephone number and website for people to get in touch with you. Additionally you should include a brief history of your practice to give readers more background on what you services you provide, how long you’ve been in business,

awards you've won, and certifications that you hold to add weight and authority to the press release.

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## How to Announce the Hiring of New Medical Staff

### **PRESS INFORMATION**

**FOR IMMEDIATE RELEASE: November 9, 20XX**

**Contact:**

World's Greatest Medical Practice

[www.YourWebsite.com](http://www.YourWebsite.com)

1-800-[PhoneNumber](tel:1-800-PhoneNumber)

### **World's Greatest Medical Practice Welcomes New Medical Staff Members**

*New medical staff members will help to better serve patient needs by streamlining operations*

**BUFFALO, NY NOVEMBER 9, 20XX** - World's Greatest Medical practice, a leader in patient care, has announced the following new hires and appointments at their Buffalo, NY area clinics.

Bob Boberson has been promoted to Clinical Documentation Specialist to collaborate with physicians, nursing staff, and medical records coding staff to improve quality and completeness of the care provided and coded.

Tim Timothy has added to the World's Greatest Medical Practice staff as the Medical Technologist. In his new position, Timothy will be responsible for performing laboratory tests according to established protocols, operating laboratory instrumentation, performing laboratory tests, and troubleshooting instrumentation.

Barb Barbara-Ann has been hired as Medical Staff Coordinator to maintain ER Call Schedules, process medical staff dues, prepare, distribute and record Medical Staff ballots, maintain physician mailboxes; prepare and distribute notices to physicians and departments.

"I'm excited to welcome these new team members to our medical staff," said Dr. Awesome, Director of the World's Greatest Medical Practice. "They provides a great blend of education and knowledge with a strong passion for providing the best patient care."

For more information about the World's Greatest Medical practice or to make an appointment, please call 1-800-[PhoneNumber](tel:1-800-PhoneNumber).

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## How to Announce the Addition of a New Physician

**PRESS INFORMATION**  
**FOR IMMEDIATE RELEASE: November 9, 20XX**  
**Contact:**  
World's Greatest Medical Practice  
[www.YourWebsite.com](http://www.YourWebsite.com)  
1-800-[PhoneNumber](tel:1-800-PhoneNumber)

### **World's Greatest Medical Practice Announces New Physician**

*Physician is newest addition to team of doctors*

**BUFFALO, NY NOVEMBER 9, 20XX** - World's Greatest Medical practice, a leader in patient care, is pleased to welcome Pete Peterson, MD. to the active medical staff.

Dr. Peterson is a board-certified doctor who will practice at both [World's Greatest Medical Practice](#) locations. He joins the practice from Some Other Hospital in New York. He received his Doctorate from State University College of Medicine. Dr. Peterson completed his internship at General Hospital in Rochester, NY and his residency at Community Hospital in Pittsburgh, PA.

"One of the things I enjoy most about being a doctor is listening to my patients," said Dr. Peterson. "I like being able to make an impact on their lives."

Dr. Peterson provides care for bumps, bruises, scratches, and stings. He also performs that thing that tests your reflexes.

Dr. Peterson is a native Buffalonian who is happy to be back in the area. To schedule an appointment with Dr. Peterson, call the World's Greatest Medical Practice at 1-800-[PhoneNumber](tel:1-800-PhoneNumber). Same and next day appointments are available.

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If you need help crafting a press release for your practice, [schedule a consultation to speak with a practice marketing professional today.](#)

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