

## MEASUREMENT MATTERS



If you want to put tools in place to measure the increased business outcomes of health care media relations, there are some simple steps you can take on your own without needing access to a high-powered analytics vendor or software.

**Think of these tips as tasks you should have in place before you launch your next campaign so you can hit the ground running when it goes live.**



**Capitalize on specific backlinks to landing pages.** A backlink is an incoming hyperlink from one website to another. You can use custom links to track specific traffic that comes from individual placements. What's better than impressions? Showing that your placement actually drove clicks to your client's landing page for the campaign. A landing page is a great resource for funneling viewers to one trackable location.



**Take it old school with call centers and surveys.** While you may not have access to patient record-keeping systems, you can work with administrators to track inquiries via phone, email or website contact form. This is a very preliminary step to showing that your results are driving volume, but a step in the right direction. You can also supplement this data with any post-campaign testimonials from the subject matter expert featured.



**Get your website analytics in check.** Make sure your website is set up properly for tracking traffic and engagement. This may be as simple as using Google Analytics, but note that sometimes code must be added to a website in order to take advantage of its full potential. You're going to want to compare your website metrics before the campaign to the metrics following the campaign's launch, so be sure to do this before anything goes live.

*When budgets don't allow for partners.*

## The Proven Formula

A combination of quantitative and qualitative data will help demonstrate the value of your media relations efforts and your impact on the bottom line. To someone in the C-suite, this data will speak volumes in a language that they understand.

**But quality results aren't possible without a strong campaign to promote. You'll want to remember MediaSource's proven formula for success:**

### STRONG NEWS-STYLE PATIENT VIDEO STORIES

The human element makes your story even stronger and more relatable. The real story behind the health care will resonate deeply with your audience and adds to the credibility of your institution. Plus, the patient component will create opportunities for dynamic video elements to make the story more engaging. News outlets will want a patient to help tell the story and if you already have one to provide, you are a step ahead of your competition.

### TARGETED MEDIA RELATIONS

By reaching out to key news outlets that align with your campaign and brand goals, you ensure that your work will result in business-driving data by the end of the campaign. It's all about efficiency - as PR professionals, we can pitch every single day and garner more and more media coverage. But your goal here needs to be garnering the right media coverage. Put in the work before you begin outreach to build the key relationships that will lead your campaign to success.

### DATA-DRIVEN ANALYTICS

It's time for PR professionals to embrace the use of analytics to show the power of our work. Plus, we benefit from the data as a tool to enhance future strategy so every campaign we work on grows stronger and stronger. Data will allow you to approach our field as more of a science - with fairly predictable results - rather than a game of darts when you are throwing messaging out there and seeing what sticks.

## Campaign Formula



**STRONG NEWS-  
STYLE PATIENT  
VIDEO STORIES**

+



**TARGETED  
MEDIA  
RELATIONS**

+



**DATA-  
DRIVEN  
ANALYTICS**

=



**INCREASED  
HEALTH CARE  
BUSINESS**

*When budgets don't allow for partners.*

Gone are the days of communicators struggling to showcase how their work impacts the business bottom line. This mini-report is part two of *Effectively Quantifying the Business Value of Media Relations at Orlando Health*, a ground-breaking report that's garnering national attention in the public relations industry. One of the related case studies includes a media relations campaign to promote men's health that led to trackable increased visits to the physician practice being studied by nearly 7% – representing more than 2,000 additional male patient visits. But don't worry, we're not keeping the secret sauce to success to ourselves. Download the paper for free [here](#).

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Lisa Arledge Powell, APR, is the founder and CEO of [MediaSource](#), an award-winning communications agency that specializes in helping health care brands reach their business goals through strategic communications. She began her career as a television news reporter/anchor and now applies that experience to storytelling for brands. Known as an industry thought leader, Lisa trains other communicators on best practices for how to use content to meet business goals. She can be seen on the speaking roster at industry events for organizations such as the Society for Health Care Strategy & Market Development, Association of American Medical Colleges, Public Relations Society of America, Ragan, PRNEWS, Content Marketing Institute, Mayo Clinic and more. Connect with Lisa on [LinkedIn](#).



### MediaSource

MediaSource is a story-centric public relations agency specializing in health and science to help hospitals and health care brands meet business goals. With 26 years of success in boosting reputation, driving volume and promoting thought leadership using video storytelling, our unique approach powers health care brands to the next level.