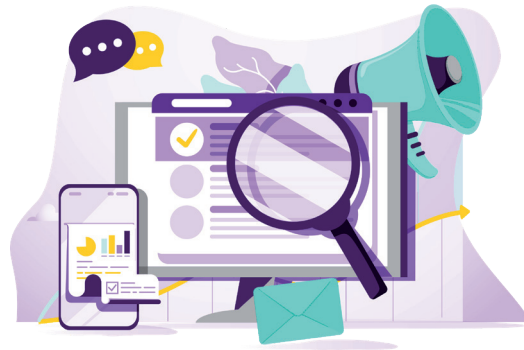


# Public Relations Guide: How to Promote Your Own Practice



5-STAR TO SUCCESS



# Public Relations Guide

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## Some Important Definitions

- **Public Relations:** The strategic process of sharing the right information with the right audiences to help cultivate and maintain a positive reputation for a company, brand or individual.
- **Media:** In general, “media” refers to various means of communication. For example, television, radio, and the newspaper are different types of media. Media can also be used as a collective noun for the press or news reporting agencies.
- **Earned Media:** Press coverage secured by reaching out to media to get them interested in covering a particular story or angle. This differs from advertising or other paid media that companies or brands pay to be part of.
- **Media Pitch:** A short note, generally sent via email that highlights key info of interest to press (i.e. the Who, What, Where, When and Why) to encourage them to cover the news/story.
- **Press Release:** An official written announcement of news or information disseminated on behalf of companies and shared with the media.

Public relations can be a powerful tool in your overall marketing mix to help increase awareness of your practice in the local community. Throughout the year, consider utilizing NeuroStar’s sample press materials and reaching out to media sources (newspapers, radio stations, etc.) in your area to share compelling news that may help generate media coverage about your NeuroStar practice.

*See the accompanying sample press release and media pitch to give you an idea of how to craft and customize your own press materials for your practice news. Consult with your NeuroStar Practice Consultant (NPC) as you identify potential announcements to share with your local media.*

## WHEN to Contact Your Local Media

Consider contacting your local media with the following story ideas or news hooks.

*(These are just potential examples; we encourage you to explore other ideas as well.)*

### Business Updates

- ▷ Special offer, such as discounted or free treatments in honor of key health milestone months like Mental Health Month or National Depression Awareness Month
- ▷ Launching a brand new program or service
- ▷ Hiring a new physician or expert at your NeuroStar practice
- ▷ Partnering with a local healthcare or business organization to increase access to mental health services in the community
- ▷ Hosting a special event at the practice that is open to the public
- ▷ Special award or recognition for your practice or doctors
- ▷ Participating in a mental health-related conference or trade show

### Milestones

- ▷ Impressive clinical data/results for your practice
- ▷ Hitting 100+ patients treated (or other milestones in increments of 50 patients)
- ▷ Practice anniversary

### Patient Testimonials

- ▷ If you have a patient or physician willing to share their story with the media and discuss how NeuroStar Advanced Therapy has helped them, consider contacting the media and offering his or her perspective as a human interest story or potential healthcare feature

## HOW to Contact Your Local Media



You may already be aware of the top media outlets in your local market. You can also search online to find a list of options, including helpful sites like **AllYouCanRead.com**.

Look for news, healthcare and features contacts at each media outlet, and contact them via email or phone with your story idea.

Remember that **earned media is never guaranteed**, so even if a reporter/producer responds to you to learn more, **it may not result in print, online, or broadcast coverage**.

- Daily newspapers
- Weekly/community newspapers
- Business journals
- Lifestyle magazines
- TV stations and morning shows
- News radio stations
- Online news outlets
- Community calendars associated with local publications and outlets

### Press Releases

In addition to contacting your local media about your news, consider writing and distributing a press release over a **local wire service**. This can help ensure the release appears in search engine results and can potentially increase your practice visibility online. Services like **PRWeb**, **PRNewswire**, or **BusinessWire** allow you to host a press release on their website and will distribute it out to a network of more than a thousand online publications. You can also post press releases on your practice website and social media pages.

## WHERE to Find Contact Information

- Contact information for reporters can often be found on the media outlet's website or through an internet search
- Most organizations will typically include contact information on the "Contact Us" page

*If you cannot find contact information or reach a specific reporter, check the social media pages for the publication or reporter to see if an email address or phone number is listed. You may also consider sending them a private message via social media letting them know why you are reaching out.*

## ADDITIONAL TIPS for Media Outreach

- Call the journalist within a day or two of sending the press release or pitch email to gauge their interest
- When calling a journalist, try to avoid calling late in the afternoon. This is generally the time of day when they are filing stories to meet a deadline
- It's best to include the content in the body of the email – as opposed to sending an attachment, to avoid your email being categorized as "spam." If you need to email additional information, do not send attachments unless the journalist has specifically requested the document
- Be persistent, but polite; if a journalist declines your story, ask them if you can stay in touch for future opportunities or in case anything changes

# Practice Announcement Template



## Sample Media Pitch

**Email Subject:** \*practice\* becomes first mental health provider to offer breakthrough depression treatment in \*state, region or city\*

Hi \*Reporter\*,

I'm reaching out on behalf of \*practice\*, \*description of practice\*, which recently added a breakthrough depression treatment that can provide hope and help to members of our community. \*Practice name\* now offers NeuroStar Advanced Therapy transcranial magnetic stimulation (TMS) for the treatment of Major Depressive Disorder (MDD) — making it the **first mental health provider of NeuroStar Advanced Therapy in \*regional market\*** where mental health services are in high demand. \*Insert local depression statistic here, if available. For example, xx state has the highest rate of depression in the country.\*

In celebration of its new treatment offering, the practice will host an **open house event** for those interested in learning more this treatment on **DATE/TIME** at its facility located at \*address\*. You are welcome to join us.

Mental health is a big concern throughout the U.S. and in our backyard. Included below is additional information for your consideration in creating an impactful piece to educate your viewers on a safe and effective depression treatment option available to them:

**Why this matters in \*area\*:** \*Insert local depression statistic here, if available. For example, xx state has the highest rate of depression in the country.\* \*Practice's\* new service, [NeuroStar Advanced Therapy](#) will provide people with increased access to a proven, non-drug treatment.

**What is NeuroStar and how does it work?:** NeuroStar Advanced Therapy is a non-invasive treatment that is conducted right in the office. It uses magnetic pulses to stimulate areas of the brain that are underactive in depression. It is not electroconvulsive therapy (ECT). NeuroStar requires no anesthesia; patients simply recline in the treatment chair while a small magnetic coil placed on the head targets depression at the source - the precise location in the brain that controls mood. The treatment is widely covered by insurance, has been FDA-cleared since 2008, and has helped thousands of depression patients across the country transform their lives.

Recent published data from NeuroStar's Outcomes Registry, which is the largest depression registry in the world, reported an 83% response rate for patients.<sup>1</sup>

**Interviews and Onsite Tours:** If you are interested but unable to attend the open house, I would be happy to connect you with a \*practice\* doctor. I can also coordinate a tour and demonstration of the NeuroStar treatment for you.

Thank you for your consideration,  
\*Your name\*

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<sup>1</sup> Sackeim HA, et al. (2020) *J. Affect. Disord.* 277:65-74. Based on a real-world, retrospective study using CGI-S and a sample size of 615 patients.

# Practice Announcement Template



## Sample Press Release

\* insert practice logo here \*

### FOR IMMEDIATE RELEASE

**\*Facility Name\* Offers \*Location\* Residents Access to Breakthrough Depression Treatment**  
*Local facility provides NeuroStar® Advanced Therapy, a safe and effective non-drug treatment option for depression sufferers*

**\*City\*, \*State abbreviation\* [\*Month\* \*Date\*, \*Year\*] – \*Practice name, hyperlinked\*** announced its new offering of NeuroStar Advanced Therapy for Mental Health, making it the **\*add noteworthy information here, like, first and only mental health center in <location> to provide NeuroStar.\*** To celebrate this new service, **\*practice name\*** will host an open house on **\*date\*** from **\*event start and finish times\*** at its office in **\*city\***. The event is free and open to anyone who would like to learn more about NeuroStar and how it works.

**\*Insert local depression statistic here, or include:** Approximately 6.2 million people in the U.S. being treated for depression do not benefit from antidepressant medication.<sup>1,2</sup> **\*Practice name\***'s new service, [NeuroStar Advanced Therapy](#), uses transcranial magnetic stimulation (TMS) to activate areas of the brain that are underactive in depression. The addition of this transformational treatment will provide people with access to a proven, non-drug method of treating Major Depressive Disorder in adult patients when antidepressant medications aren't successful.

**\*Insert quote from doctor about why the practice decided to begin offering NeuroStar. Can include comments about practice response/remission rates, the convenience and flexibility of treatment, etc.\***

Recent published data from NeuroStar's Outcomes Registry, which is the largest depression registry in the world, reported an 83% response rate for patients.<sup>3</sup>

NeuroStar Advanced Therapy is widely covered by major insurance plans and is available by prescription only. The treatment is typically administered daily for four to six weeks. Unlike electroconvulsive therapy (ECT), NeuroStar Advanced Therapy is non-invasive and allows patients to resume daily activities immediately following treatment sessions. It is also free from systemic side effects often associated with antidepressant medications.<sup>4</sup> The most common side effect is temporary mild to moderate pain or discomfort at or near the treatment site. NeuroStar is indicated for the treatment of Major Depressive Disorder in adult patients who have failed to receive satisfactory improvement from prior antidepressant medication in the current episode.

To learn more, visit **\*practice website\***, and to schedule an appointment, call **\*phone number\***.

**About \*Practice Name\***  
**\*Add boilerplate here\***

<sup>1</sup> <https://www.nimh.nih.gov/health/statistics/major-depression.shtml>

<sup>2</sup> Per STAR\*D patients that have failed one or more antidepressant trial of adequate dose and duration

<sup>3</sup> Sackeim HA, et al. (2020) *J. Affect. Disord.* Based on a real-world, retrospective study using CGI-S and a sample size of 615 patients.

<sup>4</sup> Janicak PG, et al. (2008) *J. Clin. Psych*

Visit [neurostar.com](http://neurostar.com) for indications for use and safety information.

