




Carr Communications 



MANAGING
HEALTHCARE
COMMUNICATIONS

MANAGING HEALTHCARE COMMUNICATIONS

The healthcare sector is one of the most challenging but rewarding environments in which to work. Whether your role is clinical, managerial or financial you need to deliver consistent results.

Carr Communications has developed particular expertise that can help you achieve the kind of results that are demanded in an environment that is constantly changing.

We devise and deliver customised programmes and advice under four broad headings:

- Healthcare Public Relations
- Medical Communication and Management Training
- Career Management in Healthcare
- Digital Media Communications

Each of these can overlap and often our advice employs a blend of skills.

This is the real value of our offering.

HEALTHCARE PUBLIC RELATIONS

Our approach to effective public relations starts at the strategic level: what do you really need to communicate, and to whom?

Successful public relations also means knowing how to convey that message in the clearest most effective way that is appropriate for the chosen medium. It means knowing and employing the best possible team of people to manage that message.

At Carr Communications we have been delivering effective public relations for our clients for more than 30 years. We have long established relationships within the print and broadcast media at national and local level.

In medical and healthcare PR, we have an unrivalled pedigree. Our team, including Tim Pearson and Ken Rogan, together has more than 50 years' experience of writing for medical media and working in medical communications on products, corporate PR, and public awareness. Our contacts extend beyond the media to consultants, GPs, nurse and patient groups, and to government and other important stakeholders. It has been said that a message reported in the news is eight times more likely to be trusted than an

advertisement. To what degree this is true may vary according to the message and the medium, but the value of public relations as an effective means of communicating is beyond question.

Our Healthcare PR services include:

- Strategic planning and the development and implementation of fully integrated medical and consumer public relations campaigns for companies, institutions, products and services
- Disease awareness and patient advocacy communications
- Design and management of Medical Education Programmes
- Public Affairs, Crisis Management and Media and Stakeholder Relations
- Advisory Board management and facilitation
- Technical writing. Our specialised medical writing service includes report writing, copywriting and scriptwriting
- Creative photocall management
- Internal company communications advice and writing
- Research design and management
- Company and product launches
- Management of events, media buying, media monitoring and print & design (see Digital Media services)

MEDICAL COMMUNICATION AND MANAGEMENT TRAINING

We provide programmes for individuals or groups and can tailor these for personal or corporate needs. Most training courses are conducted over one or two days depending on your requirements. Our areas of expertise include:

- Medical Communications. This programme is CME accredited by the Irish College of General Practitioners and the Irish College of Psychiatrists. Communication skills are not usually prominent in the medical school syllabus. Effective communication between patient and doctor is a basic clinical skill that needs to be learned just as much as the physical examination.
- Media Training: We prepare key opinion leaders and patient group representatives for media work.
- Dealing with the Media. This one-day training programme deals with: preparing a media plan for pro-active and re-active media communications; structuring information to suit radio, television and print media outlets; preparing to do the interview; dealing with a range of interviewer styles; focusing on the audience; dealing with nerves.

- Stress Management in a medical setting. This practical programme includes: identifying stress signals; stress and personality; workplace triggers; stress management techniques; and practical behavioural changes including diet and relaxation techniques.
- Exploring Diversity. This course helps people to understand not only obvious differences such as gender, race, or physical ability, but also lifestyle, thinking style, cultural background, or educational level.

Other programmes include topics such as:

- Communications and Palliative Care
- Writing and Presenting Medical Papers
- Leading and Working with Teams
- Change and Transition Management
- Managing and Coaching
- Customer Service in a Healthcare Setting

CAREER MANAGEMENT IN HEALTHCARE

Our team of consultants has extensive experience in assisting organisations to manage and implement workplace change and HR strategies – especially in the healthcare sector, and we have worked with healthcare professionals at all stages of their careers.

Our services include:

- Career planning and review - our one to one sessions take participants through all the necessary steps to plan and manage Career Transition.
- CV preparation – individual coaching and guidance for writing a CV which will maximise your chances of getting that job.
- Job Interview preparation and coaching – recorded interviews provide the basis for a detailed assessment and specific feedback on performance.
- Preparing for Competency-Based Job Interviews - how to identify your core competencies and abilities; how to anticipate questions and prepare effective answers; dealing with nerves; and how to be confident and persuasive.
- First 100 days Coaching – coaching successful candidates to “hit the ground running” and maximise their impact and performance in the first three months of their new role.

Who can benefit from our integrated services?

	HEALTHCARE PUBLIC RELATIONS	MEDICAL COMMUNICATION AND MANAGEMENT TRAINING	CAREER MANAGEMENT IN HEALTHCARE	DIGITAL MEDIA COMMUNICATIONS
Pharmaceutical company general managers and product managers	✓	✓	✓	✓
Hospital Managers				
Doctors, Nurses, Practice Managers, Pharmacists		✓	✓	
	Develop appropriate strategic plans, manage public affairs, public awareness campaigns and events	Communicate clearly and effectively on a personal level, enhance your negotiation skills	Develop your management and leadership skills, plan and achieve your career goals, manage change and stress	Cutting edge digital design for print, web and video, including podcast, Web 2.0 and viral marketing



The Career Development Services can also help with

- Full audit, re-design and development of recruitment and selection processes, procedures, documentation and training
- Management development and Career planning
- Outplacement and Career Transition Training and Coaching
- Performance Management and Development
- HR skills for managers and team leaders
- 'Get that Job' Training Programme for Graduates
- Personality and psychometric profiling
- Communications Skills

DIGITAL MEDIA COMMUNICATIONS

In early 2008 Carr Communications established a Digital Media Unit to meet the challenges and opportunities presented by this age of podcast, Web 2.0 and viral marketing.

This unit has rapidly developed its capability and scope in the area of digital media and now comprises graphic designers, web developers and video editors who produce a broad range of collateral that is consistent across all media. This move signifies our belief in the power and cost effective nature of digital media as a key communications channel.

All of this material is produced in our own facilities that include a purpose-built television studio and editing suite. All of which means that we are able to write, produce and record specialist presentations for the healthcare sector in the most effective and cost efficient way.

Digital Media Unit services include:

- Website Strategy and Development
- Development of Web-based Campaigns
- Audio and Video Podcast Production
- DVD and CD-ROM Production
- e-Learning Development
- Graphic Design
- PowerPoint Design with Synched Audio

STAFF

In addition to Carr Communications' teams of experienced management and HR consultants and career guidance coaches, the following staff members bring a particular depth of understanding to healthcare communications.

Healthcare Public Relations Team:

Tim Pearson (BA, MPRII).

A journalist and veteran of the advertising, marketing and PR industries, Tim brings to Carr Communications' clients more than 25 years' experience as marketing & PR consultant and medical writer.

e-mail: tim@carrcommunications.ie

Ken Rogan (MA Journalism, MPRII).

Ken has a proven track record as a journalist and sub-editor in the national media. He has been working for the past six years as a public relations consultant and has planned and executed PR activity across a broad range of different disease and treatment areas, and has developed relationships with key opinion leaders, patient organisations and expert groups that work to support people with these conditions.

e-mail: ken@carrcommunications.ie

The Digital Media Unit

Paul McDonnell (BA, NUI Hons).

Paul is a two-time recipient of Ireland's Digital Media Award and under his creative direction the Digital Media unit in Carr Communications specialises in the design, strategy and production of digital and print media. It encompasses not only web-based communications but end-to-end video production and graphic design.

e-mail: paul.mcdonnell@carrcommunications.ie

Career Development Services

Aoife Coonagh (BA Psychology, MSc Organisation Behaviour, Fellow of the Chartered Institute of Personnel and Development, and a qualified Myers Briggs practitioner).

Aoife has more than 20 years HR, Recruitment and Training experience and has a significant reputation for her work with senior managers in the private sector and with senior Government officials.

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