

## **Media Campaign Getting Out the Word on HCMA and its Members HCMA and Baldwin Media: Working Together**

In April of 2009, Baldwin Media was selected through a competitive Request For Proposal process to assist HCMA with their public relations and advertising needs. Our goal has been and continues to be for us to be an active part of HCMA and to assist member physicians in disseminating information.

### **What we have accomplished:**

To date we have conducted media training for member physicians. This “hands-on” professional development program is based on, “The Media has its Agenda...What’s yours?”

Baldwin Media has written, produced and placed two HCMA television and radio commercials at a significant cost savings from previous production and placements.

Baldwin Media was instrumental in designing both an HCMA and a NHCMA roll-up for the annual meeting that will now be utilized as a back-drop for on-going media opportunities.

HCMA was featured on NBC-30 “Test for Life” segment for Breast Cancer Awareness Month. Dr. Laureen Rubino was also featured in a story with one of her patients talking about the importance of early detection.

HCMA Past Presidents, Drs. Laureen Rubino and Courtland Lewis were guests on Connecticut Newsmakers in June 2009 providing expert insight about the state of health care in Connecticut.

In November, Dr. McNamee was a guest on WDRC-AM for a key half hour segment during afternoon drive time talking about the “doctor drain” here in our state.

Baldwin Media secured features of both Dr. Rubino and Dr. McNamee in Hartford Magazine.

In December, Dr. McNamee was featured as the new president of HCMA in the Career Ladder section of the Hartford Courant.

In January, Dr. McNamee was featured in the Hartford Business Journal’s “Movers and Shakers” column as HCMA’s new president.

Baldwin Media has attended all of the HCMA Board meetings and also was instrumental in the formation of a new active Communications Committee which has been meeting on a monthly basis.

### **What’s Next?**

Within the next 4-6 months HCMA and NHCMA will debut a new web site. This initiative is a result of what the members have asked for in regard to updated information and physician spotlights.

Baldwin Media is in the process of putting the finishing touches on the next television and radio advertisements which will begin running in March on various stations. We will update everyone once the details are finalized.

Baldwin Media will continue to work with the Board and the Communications Committee to move the message of HCMA forward and building on “brand recognition.”

Baldwin Media will continue to identify media and speaking opportunities for its member physicians.

We appreciate the enthusiasm within your organization and welcome all of you to become more involved in HCMA and helping us reach and our communications goals and objectives as: The organization that cares about the state your health is in.

### **Who we are:**

Baldwin Media Marketing, LLC is a privately held, minority-owned communications firm based in Simsbury, Connecticut. Since 1992, the agency has earned a solid reputation for developing and executing creative marketing and strategic communications campaigns for various clients. The agency has achieved success with marketing strategies that saturate a precise target audience with a simultaneous mix of advertising, public relations and promotion. Our client base is comprised of local, state, regional and national organizations, corporations and agencies.

On behalf of all of us at Baldwin Media, we are thankful for the opportunity to work hand in hand with HCMA as you work to positively influence the direction of healthcare in our state. Baldwin Media looks forward to continuing to provide HCMA and its nearly 2,000 members with the communications expertise that over time will assist you to improve the state our health care is in.