



**PR and Health Care:
The CAMC Experience**

Pellegrin Shares Ways
CAMC Deals with PR and
Health Care Issues



By Eleyse Hudson-Sagnia, Intern

Elizabeth Pellegrin, CAMC’s Chief Marketing Officer, spoke about how PR is used in her work. She began by stating that health care is unique because the customers, unless having a baby, typically do not want to be at the hospital. CAMC has an in-house agency that deals with everything PR for the company. Pellegrin mentioned that CAMC is the largest employer in southern West Virginia. Comparing the amount of employees to a small city, she added that people often make mistakes or are dishonest and her team’s job is to avert a crisis and inform the media.

She learned quickly to work closely with the security and legal team to develop trust. It is important to have plans in place so that when a disaster or crisis happens your team will be prepared. Pellegrin told a story of how the employee parking garage collapsed, not knowing if anyone was trapped under the debris. They had a plan in place to identify who and where staff were in the hospital and if there were any visitors in that garage. With relief, she informed us that no one was injured during the crisis. Another plan all businesses should have in place is for active shooters. This is where it is important to have a strong relationship with the security team.

In some cases, she explained, you have people who make less than smart decisions. A story was told of a utility worker fixing a sewer pipe above a patient’s bed and the pipe busted. This is where it is important to have a close relationship with your legal team; they need to trust you will make the right decisions. When things like this occur, she is often asked or given a way to spin the story. Pellegrin said, “It’s not about spinning the story. It’s about finding the truth, finding a way to tell it sensibly and in a way that would be understood.”

Social media is now a huge part of PR. CAMC has social media pages that are monitored on a regular basis. They use these sites to remain transparent and get information out to the public. During the recent water crisis, they used social media to inform the public when they had received clean water for the patients. CAMC also uses social media inside the hospital for their patients to notify the staff that no one has checked

on them or they need a new IV. It also helps keep an eye on what is happening within the hospital. If a patient is not being cared for properly or if the staff is behaving inappropriately, the hospital can identify and fix the issue before it becomes a bigger problem. Using social media to their advantage, they now have more dialogue between the hospitals and the customers. This is beneficial because the customers now have a more public voice and you want to ensure they had a good visit so they will say positive things about your company.

PRSA-WV Chapter members Kelly Merritt, left, and Dr. Diane Martinelli were among those attending the May meeting.



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The ROI on Board Service

By Bob Harris, CAE

“Leaders are made, they are not born,” said football coach Vince Lombardi. So where does one find a good source for leadership development? Association board-rooms are ideal schools for leadership.

Most volunteers join a board out of a sense of responsibility and passion. Few people consider that board service results in enhanced skills to support personal and career growth.

If the nominating committee comes up short on candidates, be certain they are conveying the indirect value of board service.

President’s Perspective

This was described by an outgoing president. “Board service has high rewards in a low cost environment with minimal risk,” he told the annual meeting. The experience is an opportunity for learning an array of leadership and business skills that will have long-term benefits.

He described the lessons he learned while serving, stating there are not many forums in which one can learn so many lifelong skills.

- **Account Retention** – Focusing on recruitment and satisfaction of members.
- **Budgeting** – Understanding budgeting and reporting; monitoring costs.
- **Collaboration and Negotiation** – Identifying partnerships outside of the association to build strength through collaboration.
- **Community Service** - Learning to position the association as a good corporate citizen.
- **Customer Focus** – Serving members and attracting prospective members through customer service excellence.
- **Evaluation** – Using tools to assess financial performance, committees and the performance of the board of directors.
- **Forecasting** – Monitoring internal and external forces which have an impact on programming.
- **Governing Documents** – Recognizing how articles of incorporation, bylaws and policies guide an organization.
- **Leadership** - Recognizing the desirable behaviors genuine leaders and developing one’s own style of leadership.
- **Lobbying** - Understanding civics, how laws are made, coalition building and seeking opportunities to influence regulations.
- **Marketing** – Using traditional and digital marketing initiatives, including improved use of social media.
- **Meeting Planning** – Learning about negotiating with facilities and speakers, setting guarantees and estimating attendance while working to protect revenues.
- **Meeting Rules** – Understanding rules of order, agendas and consensus building.
- **Networking** – Improving networking skills in a variety of settings.
- **Printing** – Realizing the processes and deadlines necessary to keep projects within budget and on schedule.
- **Public Speaking** – Enhancing speaking confidence through opportunities to represent the association.
- **Revenue Generation** – Identifying new sources of revenue to sustain and organization.

- **Roles Respect** – Respecting the distinctions of board governance and staff management; working as partners.
 - **Selflessness** – Deflecting credit to ensure that the entire leadership receives due recognition.
 - **Strategic Planning** – Planning strategically for the long-term, and making best use of resources.
 - **Time Management** – Learning to better manage time and set priorities between volunteer responsibilities, business and family.
 - **Training and Programming** – Identifying educational needs and finding ways to offer cost effective programming. Communicate the value of volunteer service not only as it relates to the organization, but to the individual’s opportunities to learn new skill.
 - **Values and Principles** – Respecting the culture and principles within the organization.
 - **Website Enhancement** – Maintaining a vibrant website for members and consumers; monitoring analytics and increasing search engine optimization.
- Writing – Improving written communication so messages are consistent, brief and effective.

The past president closed by telling members the commitment to lead has greater return on investment than it costs. “All the functions that the board completes within the year are similar to the business functions needed in your own work environment.”

Skills Learned and Enhanced	Worth
Account Retention	+
Budgeting	+
Collaboration and Negotiation	+
Community Service	+
Customer Focus	+
Evaluation	+
Forecasting	+
Governing Documents	+
Leadership	+
Lobbying	+
Marketing	+
Meeting Planning	+
Meeting Rules	+
Networking	+
Printing	+
Public Speaking	+
Revenue Generation	+
Roles Respect	+
Selflessness	+
Strategic Planning	+
Time Management	+
Training and Programming	+
Values and Principles	+
Website Enhancement	+
Writing	+
New Opportunities by Serving	+
First Hand Information Access	+
Investment of Time and Resources for Board Service	-
THE LEADERSHIP EXPERIENCE	Life-Long Value

Meeting Notice

Join us on Wednesday, June 14, when we present the Crystal Awards and honorable mention certificates for outstanding campaigns and projects for 2016. Additionally, awards will be presented for Best in West Virginia (campaign) and a number of individual honors.

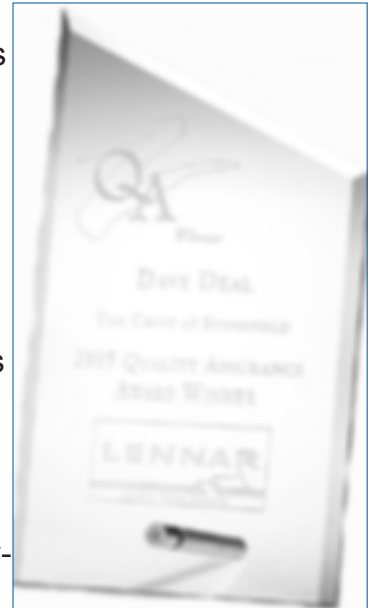
Internationally-known jazz musician Bob Thompson will provide our entertainment during the reception. This year's master of ceremonies will be Charlie Cooper.

This is an excellent opportunity to invite clients and coworkers to the Crystal Awards Gala to celebrate your work. The cash bar opens and the heavy hors d'oeuvres reception begins at 5:30 p.m. at the Culture Center on the grounds of the State Capitol. The awards ceremony will begin at 6:30 p.m.

Our public service project this year is the Backpack Blessing organization that feeds 400 – 500 children per week in a Friday take-home plastic bag with items to provide nourishment for the weekend. It covers all the elementary, middle and high schools along Elk River. The need has increased drastically since the flood. They are requesting the following types of items: cans of SpagettiOs or Ravioli; cans of soup; individual serving packages of fruit cups, juice boxes, cookies, Slim Jim's; chips; snack cakes, etc. It is important that they are packaged in individual serving sizes.

The cost of the Gala is \$35 per student, \$40 per member and \$45 per guest. Please register at www.prsawv.org.

We would like to thank our sponsors, Appalachian Power, Charles Ryan Associates, GuardianBridge LLC, Homestead Communications, The Manahan Group, The State Journal and WVU College of Business & Economics.



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President's Corner

Brandon Totten

The time has arrived for our annual Crystal Awards Gala. Each year, this is our opportunity to shine a light on the best work our profession offers our clients and employers. As the world of public relations continues to change, this premier event recognizes our best practices, campaigns and individual awards that mark West Virginia as a leader in the field.

From individual projects to statewide campaigns, our PRSA Crystal Awards create a place for professionals and students to put their best work forward in competition.



The Crystal Awards is on Wednesday, June 14th, at the Culture Center in Charleston, and will feature music by Bob Thompson and our emcee is Charlie Cooper. Please bring an item for our public service initiative to help the "Backpack Blessings" program that feeds 400-500 children per week along Elk River communities. Please bring:

- Cans of Spagetti-Os/Ravioli.
- Cans of soup.
- Individual serving packages of fruit cups, juice boxes, cookies, Sun Chips, Little Debbie snacks, etc.

Finally, please mark your calendars for our annual "PRSA at the Park" on Wednesday, July 12th.

For this event, again generously sponsored by AEP, PRSA members can bring a friend who may be interested in joining PRSA for \$10. This is a relaxing event in which we can network, have food and drinks while watching baseball at Appalachian Power Park. It is one of my favorite PRSA events each year. Thank you for your membership and support of PRSA-WV, and I hope to see everyone at the Culture Center next month.

Upcoming Events



June 14, 2017
Crystal Awards Gala
5:30 p.m. - 9:00 p.m.
Culture Center

Student visits to agencies the following morning.



July 12, 2017
PRSA at the Park
6:45 p.m.
Appalachian Power Park



vs.



August 17, 2017
Trivia Night: PRSA vs. AAF
6:30 p.m.
Timothy's on Quarrier Street