

PR WIRE

E-zine designed and published by PR students of SCMC as a part of their experiential learning process

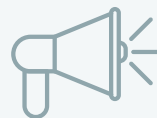


Exploring PR in the Healthcare Industry

Editorial Desk

Healthcare PR is one of the fastest growing sectors in the world of public relations. In this edition of PR Wire, we explore the applications of PR practices in the healthcare sector and the role they play in not just spreading awareness about new and evolving methods of medical practice, but also managing crisis especially during the COVID-19 pandemic, with help of interviews from industry professionals, quality research, and opinion pieces.

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Winning the Patient's Trust: The Goal of PR Storytelling for Healthcare Practitioners

By Juhi Khera



“ PR is all about storytelling”, says Mr. Nikhil Pavithran, President at Kaizzen PR, as he recounts his experience as a PR specialist for various healthcare and wellness clients.

The healthcare industry is seeing a few changes in the nature of treatment and services offered by experts to their patients, even the ones suffering from chronic diseases. These include emergence of holistic healthcare services and the integration of artificial intelligence in healthcare. While the former focuses on the importance of nutrition (physical and emotional) and lifestyle changes in disease management and reversal, the latter utilizes modern technology and machines in facilitating surgical procedures.

While there has been advancement in medical science and technology, the notion about medical treatments in the minds of mass public remained somewhat unchanged. These publics believed a treatment must incorporate medicines in the form of pills and supplements in order to help cure an illness. Nutritional remedies through changes in food and lifestyle habits was perceived to be incapable of curing chronic illnesses while use of machines for surgeries and operations was considered too risky.

STORYTELLING

The need of the hour was to build trust. The success of any healthcare practitioner is determined by the trust their patients have in them as well as their methods. Holistic healthcare service providers are not even all “doctors”, so how would the people of a nation that equates doctors to God trust the ‘unconventional’ healthcare practitioners?

Traditional marketing and advertising offered little help here. This is a situation where the public needs to be persuaded to first, believe that the new methods in medical sciences are just as effective as others, and second, trust the practitioner and their service. Public Relations storytelling helps stimulate the public’s thoughts, ideologies, and attitudes.

When we talk about PR storytelling, we mean creating a plot or introducing a piece of information that attracts the media and the mass, and then sustaining their attention over a longer period of time by presenting multiple perspectives through different media platforms, connected by a common premise. An example of this can be the rising popularity of Yoga not only as a form of exercise but a practice that helps restore physical, mental, and emotional balance.

One of the forms of storytelling through which PR professionals help healthcare practitioners is the use of testimonials given by old or current patients treated by the expert and using their “story” to instil faith among the masses. Ms. Tanya Shandilya, Associate Director at Kaizzen PR narrates her experience as PR specialist for Dr Miten Seth, one of India’s top rated knee replacement specialists.



Mr. Nikhil Pavithran
President, Kaizzen PR



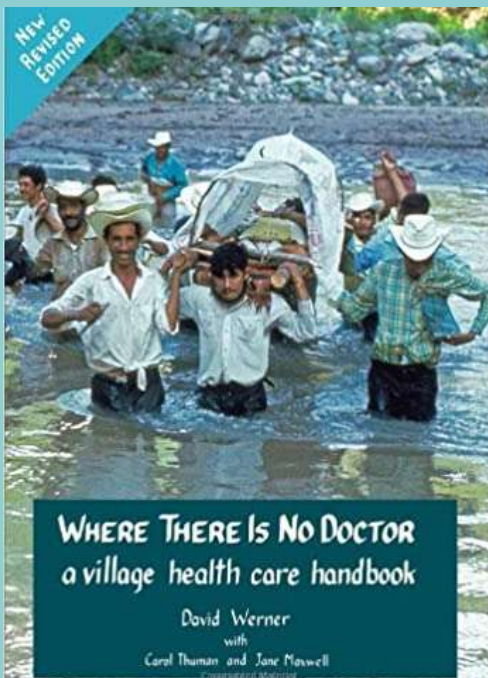
Dr. Miten Seth
The Knee Clinic

Dr Seth performs knee replacement surgeries with the help of specially designed robots. When he first introduced this technology, he faced a negative response as his patients were not ready to trust a machine. This situation was tackled by promoting Dr Seth's patients' testimonials, which helped him gain the public's trust. "This is a typical case of PR, because we were able to change people's mentality towards AI integration in healthcare by just strategizing smartly", she said.



LET'S REVIEW!

Where There Is No Doctor: A Village Health Care Handbook by David Werner, Carol Thuman, and Jane Maxwell



An educative but easy read, *Where There Is No Doctor: A Village Health Care Handbook* by David Werner, Carol Thuman, and Jane Maxwell offers guidance to diagnose, treat, and prevent major healthcare concerns faced by the rural populations of developing and underdeveloped countries. The information provided by this manual can very easily be applied in the Indian context and can prove to be beneficial in educating healthcare aspirants about public health.

The book covers all aspects related to healthcare in a third world country - from diarrhoea to dengue and malaria fever, from complications like a bone fracture to abortion, from issues like drug addiction to notes on childbirth and family planning, and even touches upon serious concerns like AIDS, HIV, Tuberculosis, and lifestyle diseases like cancer and diabetes, among many others. To the readers, the healthcare manual offers ways of preventing such diseases from home, with special emphasis on hygiene and nutrition.

Where There Is No Doctor is also a social commentary on capitalism in the healthcare industry, and how medical care is a fundamental human right but is unfortunately controlled by a selected few.

To summarize its essence, I would use a quote from the book: "Some doctors talk about self-care as if it were dangerous, perhaps because they like people to depend on their costly services. But in truth, most common health problems could be handled earlier and better by people in their own homes".



Lessons from Covid-19 for Public Relations professionals on Executing Crisis Communication at a Community Level

By Rishi Jagtap

During the second wave of Covid-19, the National Academics of Sciences, Engineering, and Medicine (NASEM) conducted a conference with public health communicators and practitioners. NASEM is a research and government advisory body of the United States of America. Discussions were held regarding the challenges faced by these communicators and the lessons which can be learned from this pandemic for effective communication and engagement with the public. These discussions were taking place during the vaccine rollouts in the market and there was negativity surrounding it due to socio-economical differences in the public. One of the problems identified during this conference was that the pandemic is ever-changing, and it is difficult for communicators to catch up with these changes.

Participants included practitioners, public communicators, researchers, and other professionals from diverse professional backgrounds. They came from non-profit organizations, government agencies, academics and were also diverse ethnically, age, geographically, and experience. Though the participants acknowledged that a global perspective was missing and should be necessary for future dialogues.

The initial subject of discussion was Covid-19 but as the conference proceeded, the discussions were more focused towards crisis communication and preparing for future pandemics and crisis situations. Experts brought forth important discoveries and experiences on improving communication on urgent health-related issues.

In a series of meetings with the participants after the conference the National Academics of Sciences, Engineering, and Medicine observed that the public while deciding to take the Covid-19 vaccine used two strategies. One was to “wait and observe” and the second one was to completely reject the safety measures which hampered the efforts of health professionals.

LET'S REVIEW!

Human: The World Within

Making a documentary series that could be interesting for everyone is a daunting task in itself. This Netflix documentary entertains and educates without being too detailed oriented. The series consists of six episodes. The first episode “React” focuses on the nervous system and the brain. In the first episode itself, viewers can find themselves understanding complex concepts and the show makes it interesting filling with humorous interviews. After the pandemic,



the audiences can truly understand how important it is to know about ourselves and understand basic biology. This series explains the same without getting much complex.

This article aims to summarise the learnings and provides insight into the key information shared by the experts at the conference. Through the article, we will look at the challenges faced, various perspectives, and possible solutions. To strengthen crisis communication and engagement with the general public and community. These are just experiences and do not reflect any kind of study or research paper.

Challenges faced by Crisis Communication were exposed by the pandemic. Communication to the public was hampered by a variety of circumstances. Some of the challenges included the speed at which Covid-19 was evolving, misinformation, and fake news published by news media outlets and social media. Covid-19 was affecting various communities and responding to these challenges on time was becoming a difficult task.

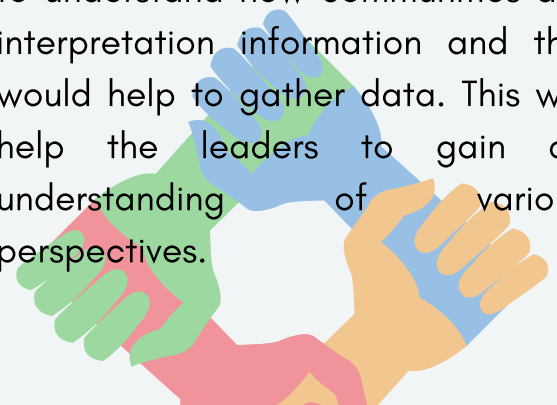
We meet real-life individuals such as Jason Little who has lost his arm and we learn about his struggles. The concept of Phantom pain is explained in this episode. We look at the technology which can help such individuals which can be interesting for the viewers. The show generally uses simple language and has a good pace. It spends a decent time explaining complex concepts. Various episodes focus on various aspects such as the heart, human instincts, immune system, and food. There is the use of CGI to help viewers easily understand the concept.

The series is a great effort in providing us with an insight into the human body without being too information-heavy or using complex languages. The documentary series intend to let people know how far humanity has come and the audience will enjoy this show.

Insights and suggestions were provided by the experts. Some experts suggested that a robust feedback system should be created for the communities. This is to fill the gap created in the data on Covid-19 and to make strategies based on feedback data. They also acknowledged the necessity of sharing methods and data with other individuals. The language and literacy should suit diverse communities and people across the population. The messaging to the general population should be tailored to reach diverse audiences and should be distributed by trusted messengers. Leaders should be able to speak simple language and be trained to deliver the idea effectively.



Countering misinformation and fake news should be one of the priorities. Experts suggest that it is very important to counter misinformation and fake news in a quick manner. Large institutions have policies and systems they have to follow. This can affect the efforts to counter such news on time and prevent the spread of misinformation. Polls should be used to understand how communities are interpretation information and this would help to gather data. This will help the leaders to gain an understanding of various perspectives.



Growing Importance of Patient Advocacy in Healthcare

By Renuka Tare

Statistics around the world currently show a major rise in premature deaths caused by non-communicable diseases. Accounting to approximately **38 million deaths** worldwide, 16 million of them occurred in individuals below the age of 70 and **India alone, accounts for over 60% of total deaths**, according to the World Health Organization (WHO).

As the healthcare system continues to grow increasingly complex, preventable diseases are also getting more expensive to treat along with the rise in confusion and stress amongst patients juggling multiple treatment plans, medical bills, insurance, etc. The major shift of hospitals and pharmaceutical companies becoming more “corporate” has led to a decline in the much-needed attention towards individual patients’ rights and their concerns. The existing regulatory bodies, NGOs, review committees, etc. have been witnessed to fail in catering



to more personalized needs to the main “customers” of healthcare companies leading to a growing need in patient-specific support groups to help increase the transparency and credibility of the healthcare system.

However, the pharmaceutical industry as a whole is beginning to realize the importance of becoming more “**Patient-centric**”. No longer are patients seen as a distant link in the chain of events and processes for healthcare companies to expand their brand.

With major progress made in communications, technology and access to information, patients are becoming increasingly aware of their conditions and are demanding to be more informed about their treatment plans and medications.



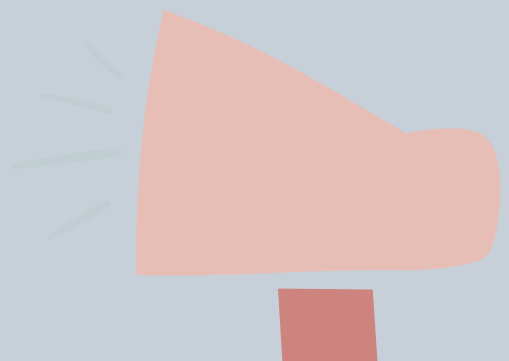
Healthcare companies are now seen collaborating with "Patient Advocacy Groups" due to the fact that the patients can best represent the value and quality of the specific company or product.



Patient Advocacy Groups have grown to support multiple different roles but their **main aim serves to help patients communicate with healthcare providers to get the information they need clearly.** Their services can also extend to medical assistance, legal advice, home health, insurance assistance and much more.

To survive in today's competitive market, not only do healthcare companies have to have the best facilities but they also need to ensure that they build a sense of trust with their patients, ensuring a long-lasting relationship as well as a well-rounded image in the eyes of the public.

Therefore, not only does the collaboration increase transparency, it serves as a medium for pharma companies and hospitals to increase positive engagement with the public by bettering medical facilities and research by reaching the patients directly.



PAGs help in ground-level communication:

- These groups work actively with patients in ensuring that they get as much information as they need to understand their health conditions and their treatment plans. Their continuous guidance, may thus, increase compliance with healthcare workers leading to higher success rates for treatment due to a stricter adherence to the treatment plan.
- Furthermore, they can also serve as a medium to help generate funds for patients who cannot afford treatment from various institutions.



PAGs work actively to push for more medical research:

These groups work to promote more ethical research and testing as well as communicate the research to a wider audience in a more understandable way.



PAGs communicate actively with government agencies and the media:

- PAGs often focus on making sure ethical research and development processes take place along with ensuring true intentions of pharma companies by keeping the welfare of the patients in mind, preventing any activity that connects to purely profit.

- They can also influence the government to modify or form new policies to better the state of healthcare and improve the quality of life for its patients as well as policies that may be in favor of its stakeholders.
- Lastly, PAGs play a big role in communicating with the media regarding any activity happening in the health field and the importance of quality research as well as clearing any misconceptions about the company or its objectives.



India's Rapid Increase in Health Concerns: Are You Doing What It Takes to Better Your Health?

As we speed through the tremendous efforts for modernization every single day, the shift towards living a fast-paced lifestyle has provided a plethora of opportunities. Unfortunately, it has also come with a myriad of negative implications affecting all aspects of an individual's health. From dealing with constant stress and anxiety to the mindless munching of fast food for the sake of convenience, there has been a rapid increase in several poor lifestyle choices such as erratic sleep patterns, decrease in physical activity and poor dietary composition.

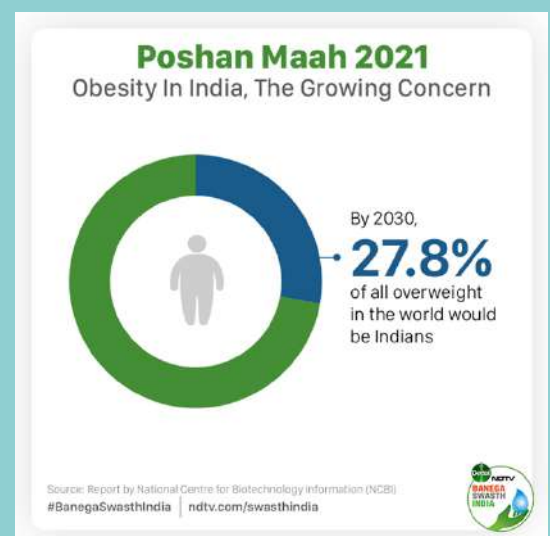
According to the World Health Organization, roughly 5.8 million deaths occur every year due to diabetes, cancer, stroke, heart and lung diseases and about 1.7 million deaths due to heart disease alone.

However, recent statistics have experts concerned and on high alert as India progresses towards new diabetes and obesity epidemic. With more than 62 million diabetics in the country today, **the current trends predict a rise to 79.4 million individuals by 2030.** Furthermore, the increased risk of diabetes can be linked to the rapidly increasing obesity rate in India by 4% in the last 5 years according to the fifth and latest National Family Health Survey (NFHS-5).

A report by National Centre for Biotechnology Information (NCBI) predicts that in of all overweight individuals in the world, the **Indian overweight population would account for 27.8% and 5% for the obese population.**

Further reports by NFHS-5 (2015-16) concluded that the female overweight or obese population has risen to 24% from the NFHS-4 report recording 20.6% and the male overweight or obese population rose to 22.9% from 18.9%. The trend is much more widespread in the urban areas as compared to rural with females at 33.2% in the urban areas to 19.7% in rural areas and men with 29.8% in the urban areas to 19.3% in rural areas.

The alarming rise, however, does not limit itself to the working population. According to the NFHS-5 data, many states and Union Territories including Maharashtra, Gujarat, Mizoram, Tripura, Lakshadweep, Jammu and Kashmir, and Ladakh have shown a major rise in obesity amongst children below five years of age compared to the NFHS-4 survey.





Bonding During COVID-19: How Healthcare Personnel and Patients Have Been Coming Emotionally Closer in These Dark Times

By Dwaipayan Gupta

Hospitals and healthcare places are often viewed in multitudes of perspective – some might view it in a trust-filled light under the expertise of certified healthcare professionals, while others might have an anxious outlook towards them. During these dark times of the Covid-19 pandemic, unfortunately most of the perspectives have shifted towards the latter, with patients being anxious rightfully.



However, this pandemic has also brought to light the insane amount of dedication and effort that our healthcare personnel put in daily just to make sure that the patients have the most comfortable and professional service provided to them. The healthcare personnel don't just live up to the work requirements, they also strive to provide much more than they are given due credit for. Keeping in mind the recent developments during Covid-19, mental health has been on a steep decline in both healthcare professionals as well as patients, largely due to the sheer panic and stress

that they face while battling a pandemic in their roles, hospitals have been trying their best to unify both, providing a platform for them to share their troubles and empathize with one another.



Taking a look into New York-Presbyterian Hospital-Columbia and Cornell, New York: The story of Maria and David

A Patient-Nurse Conversation

New York-Presbyterian has always been known for its exceptional healthcare service but recently they have also made a name for themselves as being the 'happiest hospital in the Tri-State area'. With personnel-patient bonding efforts going on in full swing across hospitals in the United States, New York-Presbyterian has welcomed the delightful and heartwarming story of 24-year-old Maria, one of the hospital's most dedicated and compassionate healthcare personnel and 70-year-old David, a Covid-19 patient at the facility. Read about their warm conversation -

Marie - *"Sometimes David would wait all day for me to come visit him during my daily rounds just to play one of his late wife's voice recordings to me."*

David - *"Well, she takes care of me like my wife did, right down to the nagging about taking my medicines on time and eating my veggies."*

Marie - *"And David reminds me of my grandfather who passed away due to Covid-19 last year, and with him, I feel perfectly at home and comfortable, especially with these long and weary shifts."*

David - *"She brings me the occasional candy as well, while I eat them on my bed giving her advice on life like I would to my granddaughter."*

Marie - *"Yes, but we have to keep your candy in check! Ha-ha!"*

David - *"Like I told you, this little one nags me just like my wife!"*



For PR firms and in-house consultants, this percolates down to a social-responsibility exercise. PR, as an industry has the power to be omnipresent – be it in any sphere of human existence. Hence a number of PR firms such as Prism PR, Rosewood PR, Blackwater PR etc. have come together to represent hospitals and to help build everlasting connections between the healthcare personnel and the patients.

Across the globe, prominent hospitals have been engaged in setting up various events and practices where healthcare personnel and patients get candid with each other and talk about the problems that they have been facing during the pandemic. With the patients immensely grateful towards the personnel for their service, it leads to a heartwarming story of an evolving bond between the two. Cedars-Sinai Medical Center in Los Angeles has been at the epitome of all the attention regarding personnel-patient bonding with them introducing a 'personnel-patient mandated bonding time'

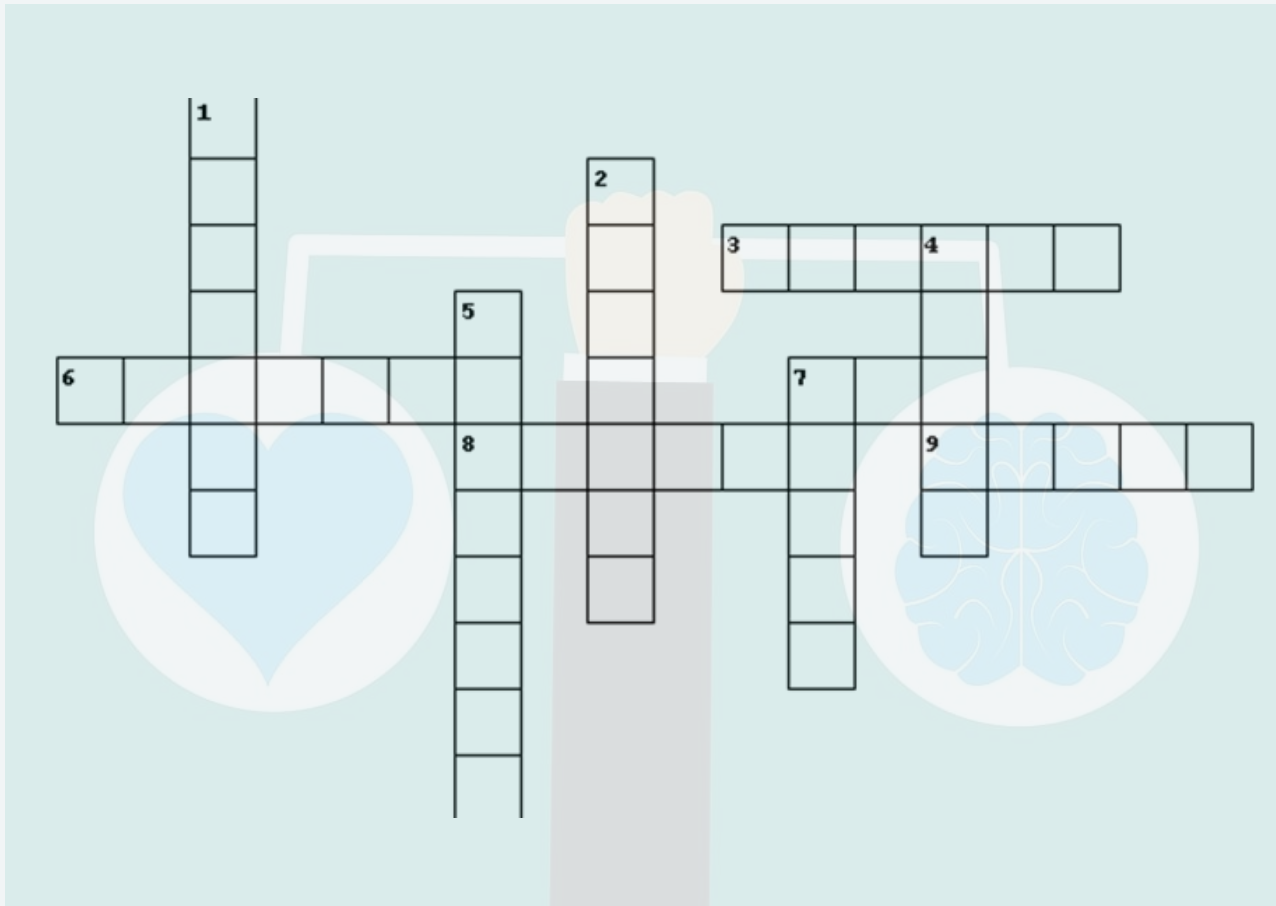


everyday, where all the patients and personnel come together and talk about various things one-on-one. This is an incredibly beautiful initiative backed by Prism PR, as it helps to build the emotional connectedness between the two parties, as well as adds humanity to the relationship between them. Patients are no longer just beds to be attended to and healthcare personnel are no longer just there to serve them. Emotional coping has found a fresh meaning in these wards as gaining a friend during these hard times is a blessing for everyone. And as in PR we always say,

“
Communication brings
the world together.”



Healthify Your Brain!



Across

- 3.** The tissues that make up the roof of the mouth.
- 6.** A rare disease in which a person cannot recognize objects, shapes, or people. Often due to a brain or neurological condition.
- 7.** One of the three major nutrients, along with carbohydrates and proteins.
- 8.** A watery solution that contains a small amount of salt and is often used to administer drugs or as a substitute for plasma.
- 9.** The final section of the small intestine.

Down

- 1.** Substances produced when the body burns fat for energy.
- 2.** Thin, gelatinous ligaments that attach the lens.
- 4.** one of the proteins that allows cells to move and muscles to contract.
- 5.** Having to do with blood vessels and circulation.
- 7.** Thigh bone

This Is Why This Year Will Be the Year of Cannabis Skincare

By Tanuja Patil



The Cannabis industry has developed at a breakneck pace over the last decade. If not favourability, the shift in public sentiment towards cannabis infused products has been majorly influenced by the wide-spread awareness of the medicinal and therapeutic benefits of CBD themed products, be it CBD shower bombs, espresso with hemp oil, CBD vapes, and even cannabis tampons are altogether accessible. It is nothing unexpected that there are questions with respect to the clear advantages - can CBD-imbued blueberries truly work on your wellbeing past the organic product's regular advantages?



Dr Ahmed Jaber Ansari
- Personal Der
- M.B.B.S, M.D, DVD

“Throughout recent years, there's been a goldrush—a green rush, maybe of CBD organizations looking for entrance into the market because of expanding requests and regulatory changes. Accordingly, the consumers are currently overburden with decisions for CBD items in regions like wellbeing, excellence, and pet consideration but what we fail to understand is that CBD still operates in a relatively grey area and hence, many consumers are and will therefore be understandably worried about the safety of CBD, given how recently it has been making space in the market.” says Dr Ahmed Jaber Ansari, as he recounts his experience of having to face difficulties while suggesting his clients the use of CBD infused skin care such as Cannuka, Herbivore, Satliva etc.

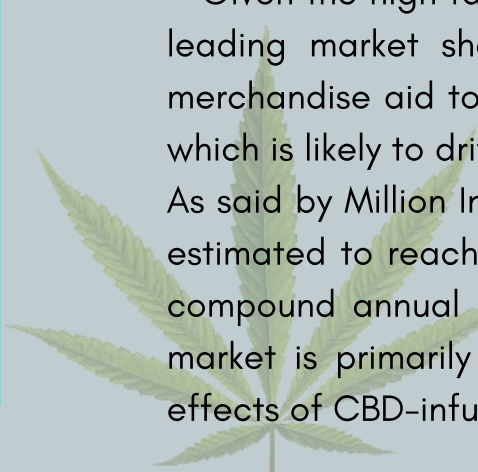
CBD does not fit neatly into a box. It may very well be challenging to get media attention except if one knows how best to communicate their key messages and have the right journalists in their network.

The discussions in and around CBD possess a lot of tension, especially after having encountered multiple controversies of having to confuse CBD oil with cannabis use, which has previously been linked with causing depression in teenagers by the NHS. Thus, CBD involved businesses need to be particularly aware of what to say and what topics to steer clear of. This is why it's critical to concentrate on leveraging public relations in all of its forms to promote and expand a business. A public relations staff can assist in naturally growing a brand and spreading the word. Their purpose is to tell a tale and construct a narrative. Organizations confront problems when it comes to engaging influencers. Finding someone with the correct demographic, involvement, and mannerism for a product may be tough



for just about any brand. However, there are additional challenges with CBD, such as influencers who may not want to be linked with such a hotly contested commodity leading to significant media reaction and the implication on their reputation.

Given the high fatty acid profile, hemp-based skincare had the leading market share of almost 62.0 percent in 2018. These merchandise aid to soothe and rejuvenate rough, irritated tissue, which is likely to drive segment growth during the forecast period. As said by Million Insights, the worldwide CBD skin care market is estimated to reach USD 1.7 billion by 2025, with a 32.9 percent compound annual growth rate (CAGR) from 2019 to 2025. The market is primarily driven by rising awareness of the medicinal effects of CBD-infused skincare products.



Fun Medical Facts!

01 Infants
Infants are born with approximately 300 bones, but as they grow some of these bones fuse together. By the time they reach adulthood, **they only have 206 bones.**



06 Teeth
 Teeth are considered part of the skeletal system, but are **not counted as bones.**



02 Location
More than half of your bones are located in the hands, wrists, feet, and ankles.



07 Brain
 Despite accounting for 2% of our body mass, **the brain uses 20% of our oxygen and blood supply.**



03 Cells
Every second, your body produces 25 million new cells. That means in 15 seconds, you will have produced more cells than there are people in the United States.



08 Running
 While humans are not the biggest, fastest, or strongest animals around, we are the best at something: **long distance running.**



04 Bone Sizes
The largest bone in the human body is the femur, also known as the thigh bone. **The smallest bone is the stirrup bone**, which is located inside your ear drum.



09 Water
About 60% of your body is made up of water.



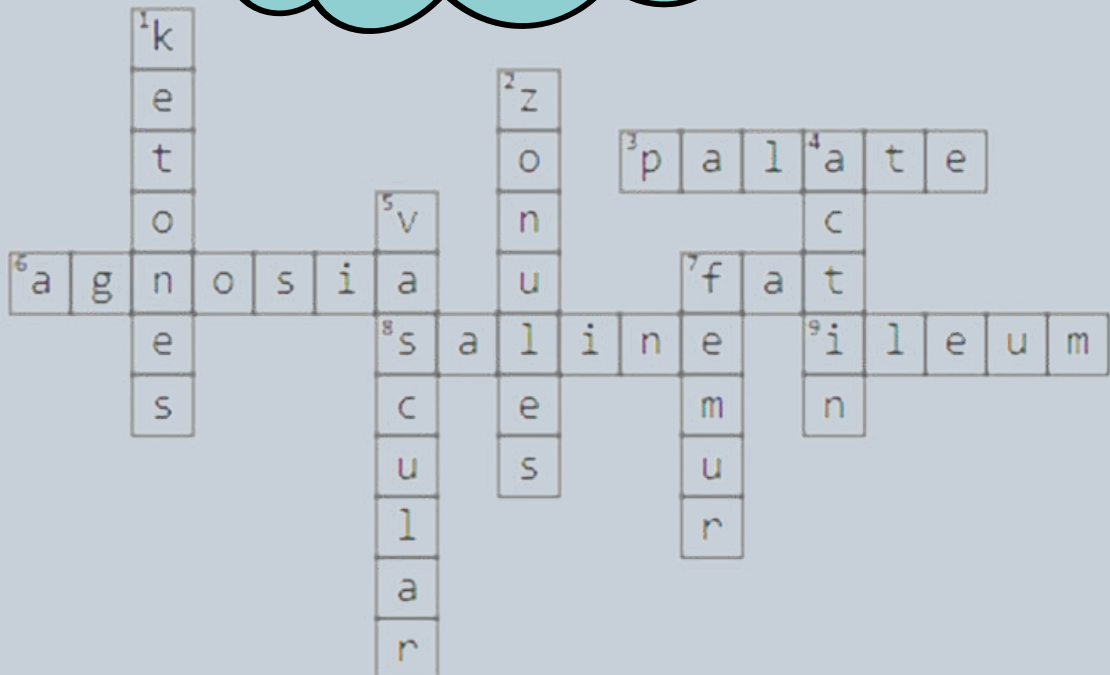
05 Blood Vessels
There is anywhere between 60,000-100,000 miles of blood vessels in the human body. If they were taken out and laid end-to-end, they would be long enough to travel around the world more than three times.



10 Strong Bones
 Pound for pound, **your bones are stronger than steel.** A block of bone the size of a matchbox can support up to 18,000 pounds of weight.



Crossword Solution



MEET THE TEAM



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