

The Anthony J. Fulginiti
PRSSA chapter presents

PRomo

March 2023: Issue 5



PRSSA's E-Board at a general meeting

Happy March Everyone!

This month's PRomo focuses on an industry that many students may find interesting to work in... healthcare. Healthcare is a huge field that many people would not think would need public relations. However, Covid-19 proved otherwise when many health-related businesses were required to forever change how they operate. Communication became an essential part of healthcare both internally and externally. I was able to get in touch with three Rowan alums who were happy to share their

experiences working in either public relations or advertising for a healthcare company. All three provide great insight into a field that many students may not know much about. In addition, ICON articles are still rolling in, and I have another great one focusing on the parts of healthcare that students may not consider when looking for a job post-graduation. This PRomo is one not to miss because of the real experiences talked about by professionals in the field.

**Looking for a way to get involved in PRSSA?
Reach out to the editor Madison Laganella
(Lagane46@students.rowan.edu) to write for PRomo.**

President's Piece



By Erica Gerold, AJF-PRSSA President

Happy March, Profs! I hope you had a relaxing spring break and are ready for the second half of the semester. This month we have a great article for you all about one of the fastest-growing industries in PR, healthcare!

We've had some great PRSSA meetings this year with Hillary Blum from Wyndham Hotels and Resorts and past AJF-PRSSA Presidents Colleen Scott, Vanessa Livingstone, and Sarah McCabe on our annual panel. We also voted on and congratulate our President-elect, Courtney Tominus!

Here are some events coming up for PRSSA. Don't miss out!

- PRSSA Meeting with Guest Speaker David Halbert, AMC Networks - April 5th at 5:00 p.m. in Victoria 260, Room 200
- Organ Donor Day - April 18th, 1:00-3:00 p.m. on Discovery Hall Green
- Spring Gala - April 29th, Student Center Ballroom

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A Career in Healthcare: It Takes a Team



By Kate Stier, Director PR/Marketing/Community Education at Capital Health

My first job after college was for a medical publishing company obtaining copy-right permission to use photos in publications. It was not my dream job...so off to graduate school where I obtained a master's in Public Relations (also from Rowan) and since then have dedicated my entire career to the healthcare industry.

My first PR job was a Public Relations Specialist at Shriners Hospital. I thrived when a good and accurate story was being told. I also found that professionally, I am extremely calm and organized when the situation is a crisis or requires immediate attention. It is a skill that has been very helpful over the years.

Fast forward 15 years, I am now the director for Public Relations/Marketing/Community Education for Capital Health in Trenton. We are trauma hospital meaning we never close. I am on call 24-hours a day, 7 days a week and holidays. My role requires me to be a writer, hospital spokesperson, strategic marketer, community educator and sometimes a magician for two hospitals and several outpatient facilities including two off-site emergency departments. I also publish two hospital magazines, Real

Woman (www.realwomanonline.com) and our newest publication Thriving with a readership of 70,000 people. Every day is as busy as the next but I wouldn't change a thing even when I get that 2 a.m. call and have to handle the media or drive into work. The important thing is we communicate extraordinarily well at Capital Health and for every situation, I have the support and guidance of our legal department and leadership.

What makes healthcare public relations so unique is that everything I work on directly or indirectly affects patients and visitors. From reporting on a patient's status to covering an event in the community, it is important to have empathy but always remain professional. I have also been uniquely blessed by having strong female leaders throughout my career who encouraged me to keep learning and growing in the field. Currently, I have an amazing staff of designers, writers, multimedia and community educators who keep me focused and make work/life balance possible. They also keep me up to speed on new trends and technology.

Naturally, COVID-19 changed the healthcare industry forever. As a healthcare employee, working remote wasn't an option. It is hard to put into words how our lives changed forever. I watched my clinical co-workers rise to challenges that no one thought were possible and to this day, I consider myself lucky to call these people my friends and colleagues.

It is an industry that is always changing and evolving. Hospitals are essentially the center of the community and you have an obligation to your co-workers, patients, visitors and community leaders to get it right as often as possible. So if you choose healthcare as a career path, find a great mentor, prepare to work hard and always remember the why.



My Journey from PR Student to Marketing & Communications Director at Shriners Hospitals for Children



By: Stephanie Byrwa

I never thought I would work in healthcare, always non-profit, where I could make a change, but I never thought of a hospital!

I can distinctly remember sitting in my QuarkXPress class with Mrs. Cuddy in Boz Hall computer lab and Kate Stier, offering me an internship at Shriners Hospitals for Children.

I am unsure I wanted to drive to north Philadelphia, near Temple University Hospital. This is coming from a lifelong southern NJ resident who commuted to school. (I'd also like to note I was a transfer student from what was Gloucester County College.) I said, "I'm ok."

She asked me again, and I did not have an internship, so I took her up on it – because of Kate and her extending me an internship, I interned for the spring semester of 2007. After a formal interview, I was hired in July 2007 part-time, knowing I had to return to school to finish my college degree. I finished in December 2007 with a full-time job waiting for me in January 2008! I haven't looked back. I have worn many hats and had different roles but never left

Shriners Hospitals for Children. If it was not for Kate extending the offer to me to come one day a week, for a non-paid internship, I am not sure where I would have landed.

I know more about scoliosis and spinal cord injuries than I ever would have thought about back in my days at Rowan University. In all niche areas, you learn about it, and you become an expert. Plus, you work with true experts to help you convey the messages! Whether you land in pharmaceuticals, life sciences, hospitals, or public health or try it, it is ok to realize healthcare isn't for you, or you might love it!

Though I'm a nonclinical healthcare worker, I often know I change people's lives and provide them with offerings they might not have gotten if they didn't come to Shriners Hospitals for Children. I have traveled with patients and their families to a PGA golf tournament in Las Vegas, where they represented our hospital, and out to LA to film a segment for The Doctor's Show. I escorted a family for a VIP experience at the Philadelphia Phillies. Yes, those are glamorous, but background work has been done to get them to that spot. I have written biographies, fact-checked their medical story, and more. I have sat in a patient room in the hospital and cried with a mother as she told me her child's story. I have called TV producers and pitched the story. I've published magazine articles and more.

I've seen how we communicate change – social media was new to the workplace when I graduated college, but it is a huge part of our department now. We've gone from the public relations department to the marketing & communications department. Our leadership wanted the department title to reflect all our work. I've learned to manage a budget, buy advertising, and sit on committees for projects. If you don't like group projects in classes, get used to them; going to work and working with your co-workers is one massive group project.

Wherever you land, whatever industry you enter, know that communication is important, ask hard questions, research, and be kind.



From left to right: Stephanie, Kate, Sharon and Terry at an event Kate hosted

The Side of Healthcare You Didn't Think About

By: Dawn Fogelin

When PRSSA had the opportunity to go to PRSSA ICON 2022, one of the sessions was “Want to be a Healthcare Communicator? Let’s Chat.” During this session, it was an informal Q&A session with Keisha Monique, MPA, and Jason Carlton, APR. Keisha Monique, MPA, is currently the Communications and Marketing Director at National Black Nurses Association (NBNA). Jason Carlton, APR is currently the Manager of Marketing and Communications at Intermountain Healthcare.

Before going to the session, healthcare never crossed my mind as an option post-graduation. However, hearing the speaker's personal stories was truly impactful. When most people think of Public Relations in Healthcare, thoughts usually steer towards health insurance or hospitals, but I think the pandemic also taught people that it is so much more. Healthcare can be agency, government, pharmaceuticals and so much more. One thing that Jason Carlton said during the session was “he never imagined hanging out of the side of a helicopter in order to get promotional material for his job at the time.” The part of this session that made it the most interesting was that it quickly turned from a normal session of being spoken to for an hour and instead turned into a discussion session. Students were able to be heard regarding their

questions about their possible futures in healthcare public relations.

A couple of thoughts that both speakers shared with the group were definitely interesting and something to think about for the future. Healthcare can feel like an agency at times because you will be wearing different hats daily. Some days you may be onsite, others offsite for events in the local community, if you are working for a hospital, you might be in a surgery room one hour and the next host media about upcoming news for the hospital. Not only do you have to always be changing, but you have to have empathy when you are creating stories for any company that delivers medical care. Some of the patients or family members of patients you may be talking to might have been given the news about life-threatening or life-ending diagnoses. You may hear numerous stories or experiences of heartbreaking stories, so it is important to build a work-life balance to not bring the heartbreak home with you.

While “Want to be a Healthcare Communicator? Let’s Chat.” was more informal than the rest of the session at ICON 2022, it was definitely informative. If you are interested in following public relations in healthcare after your time at Rowan University, I encourage you to look at local medical centers that may have internships or look for agencies focusing on healthcare.

Programmatic Advertising: Buying Media Space Through Real Time Bidding



By: Grace Coulthurst

After graduating from Rowan University in 2021, I joined the Publicis Health Media team in Philadelphia, PA. PHM is part of the Publicis Groupe holding company and is a multi-faceted media buying agency. I work as a programmatic media manager, so I reach doctors and patients at the right moment in time across digital inventory with my clients' advertisements.

I originally did not plan on going into advertising; I was leaning more towards accepting a PR role, but when interviewing for this position, I knew that the advertising technology world was of interest to me. Programmatic advertising is not a skill I learned in college, and I didn't even know what it was until I started working at PHM. Everything I know now I learned on the job. We buy ad space in real-time using automation software and data-driven decisioning to influence how we purchase our media. As a programmatic media manager, I spend my days creating, presenting, and executing full campaigns that align to my clients' goals and objectives. Being in a large agency housed under an ever larger group makes my experience very well rounded. I receive ample opportunities to work with clients on

different therapeutic areas like oncology, heart failure, multiple sclerosis, and psoriatic arthritis. The media buying world is so diverse, and there are so many positions within a media agency to help ensure our clients are provided with effective and efficient campaigns.

Pharmaceutical advertising is an ever-growing industry. I'm able to see the real-world effects of what I do daily through analyzing a physician's prescribing behavior or getting data showing how many diagnosed patients are reached over the course of a campaign. These insights are crucial to knowing how effective a digital advertising campaign is.

With advertising technology changing daily, it's important to stay up to date with all trends and product releases. My team is constantly sharing news in a chat called "Industry Reading." Programmatic team members share articles covering mergers and acquisitions, product updates, and any important industry updates that are crucial to providing the best recommendations to our clients.

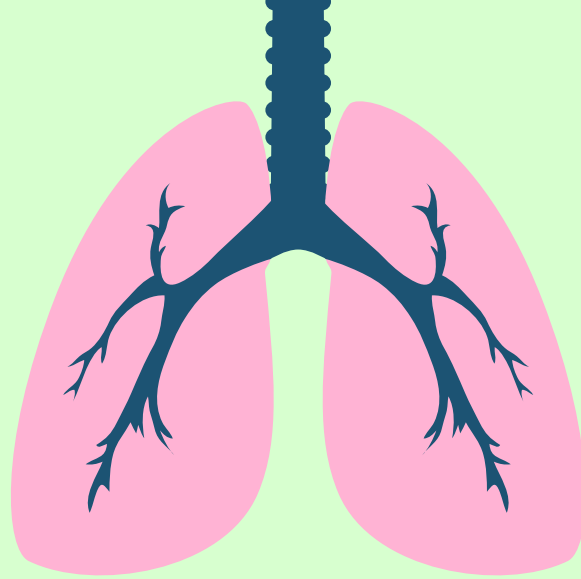
I'm celebrating my two year anniversary at PHM at the end of May, and I look back on my time here and reflect on how much I've grown. I know more about a role that I didn't even know existed than I would ever imagine. I'm presented with amazing career opportunities every day, and I am truly passionate about what I do. The best part about my job, though, is the people I get to spend every day working with. Our company hashtag is #PHMLove, and I feel the PHM Love every day.

Editors:

Madison Laganella

Dr. Suzanne FitzGerald

Professor Nancy Reighn-Garron



Save the Date

ORGAN DONOR DAY

Help Us Help Others this April

Discovery Hall Ampitheater
Tuesday 4/18
1-3pm