

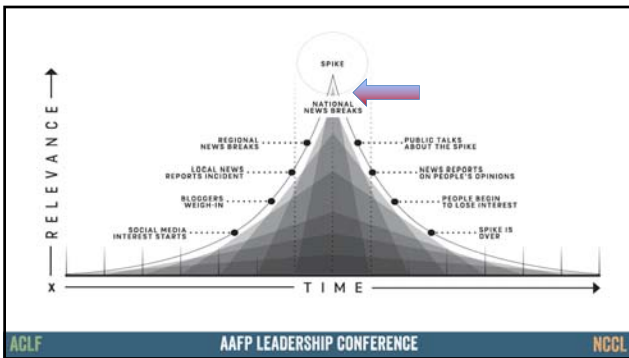
Discussion

What recent news story had you thinking "we should have commented on that issue."

Have members expressed the desire to see their point of view represented in the news?

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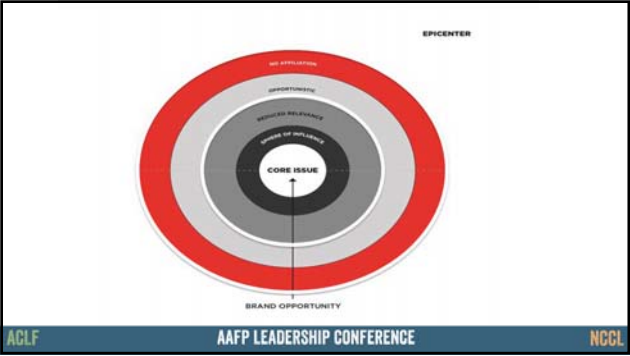
- **Critical for media trying to stay current**
 - Breaking news stories
 - Click-Gate
- **What's Trending?**
 - Google Search Trends
 - Twitter and Facebook
- **News sites**
 - Most read articles
 - Topics
- **Blogs**
 - What's getting play?
 - Comments

Doing this can actually increase
ROI, Results and **Respect.**

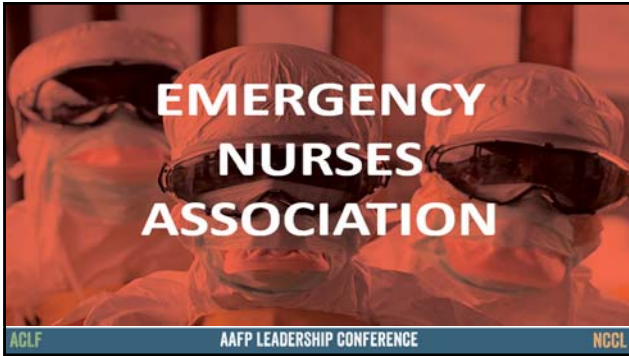
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SPIKE: Group Exercise
(5 minutes)

Part of your job is to get members to understand that you inherently know what's important to them and that your communications and content are always delivering value.

In your group select **three times** in a year members need to hear from your organization. Consider the following:

- What information will impact them the most?
- How will you communicate what you are doing to help or support them at these important inflection points?
- What issues may have patient-centric timing?

Come up with a list of topics and consider timing of your message.

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