



CRITERIA FOR PATIENT STORY SELECTION

Choosing the right patients for marketing purposes

When we feature patients in our marketing materials, it's very important that we present them and Keck Medicine of USC in the best possible light. Please consider the following when selecting patients to approach for marketing purposes:

Patient must be:

- Happy with their Keck Medicine experience.
- Fully recovered or far along on their way to being so. The patient **MUST** have had an excellent outcome.
- Willing to share their story, including signing a HIPAA consent form. (If patient is not 18 years of age, a parent or legal guardian must be willing to consent in addition to patient.)
- Willing to be professionally photographed at our expense, in a location that is convenient for the patient. Patient must look healthy enough and must be comfortable enough in front of a camera that the photos will not be a detriment to the story.
- Free of any complications in their past that would get in the way of their story being the main focus after publication. A good way to vet this: ask the patient if they've ever had any experience being interviewed in the media, locally or nationally, previous to their current story.

OTHER CONSIDERATIONS

Here are some other things to think about when choosing patients for marketing materials:

- Their story should be relatable but compelling. Not all stories need to be the out-of-the-ordinary situation, but a “hook” is very desirable.
- Diversity: We want to be sure that we are reflecting our patient population and community.
- Patient should be available for a phone or virtual video interview within a reasonable timeframe of selection.
- Patient should be available for photo shoot in the greater Los Angeles (or generally Southern California area) within a reasonable timeframe of selection. We can come to them, or they can come to us or we can meet “in the middle.”
- Please do not offer or promise specific coverage to the patient. While many patients do end up being in the print magazine, we don't want to promise and then revoke. We have multiple channels for various types of marketing where we can still get a story out to a very wide audience without it being in the print magazine.
- Please note that our HIPAA consent form does not cover development and advertising usage.

For more information, email hscnews@usc.edu or reach out to your contact in Marketing and Communications.

Keck Medicine of USC



FACTORS THAT REQUIRE ADDITIONAL INFORMATION OR CONSIDERATION:

Here are some other things to think about when choosing how, when and whether to promote news to external media outlets:

- Is the promotion also promoting a device or pharmaceutical therapy?
- Are we claiming to be first (in the country, in the state, in Los Angeles?) If so, this must be confirmed by outside information.
- How many other medical centers are performing the same procedure?
- Are the patients featured also receiving care at other hospitals?

CRITERIA FOR MEDIA PROMOTION

Elevating our reputation through effective media relations

The most successful media relations efforts come from engaging and newsworthy stories or announcements that elevate the Keck Medicine of USC brand as an exceptional academic medical center on the forefront of advanced health care. Some factors the media relations team considers when assessing news or stories for a press release or other media relations promotion may include:

- New published research findings that are clinically impactful and consumer friendly. The research should be original, and a Keck Medicine faculty should be listed on the published paper as a first, corresponding or lead author. The research should be conducted while faculty is employed with Keck Medicine (as opposed to a previous institution).
- Clinical trial enrollment announcement or results that are consumer-friendly and applicable to a wide patient population. The trial should be led by a Keck Medicine principal investigator with a site at a Keck Medicine hospital and/or ambulatory location.
- Rare or unique patient story that is consumer-friendly and captivating
- High-level (C-suite) appointment within the health system or with a top-tier, prominent medical association.
- New, innovative hospital program or initiative with direct patient care application.

For more information, visit news.KeckMedicine.org or reach out to your contact in Marketing and Communications.