

Media publicity

The Marketing & Communications Department wants to work with you whenever possible to promote the excellent patient care and research at Lifespan hospitals – whether through the media, paid advertising, brochures, the Internet or other means. If you are seeking publicity for research being conducted at Rhode Island Hospital or Bradley Hospital, please contact Jessica Grimes at 432-1328. For research conducted at The Miriam Hospital, please contact Megan Martin at 793-7484. If you need to reach someone urgently after hours, please call the after hours call center at 793-2092.

Media Relations

The Media Relations staff is continually looking for opportunities to publicize patient care and research at Lifespan hospitals through newspapers, television, radio and the Internet.

Examples include:

- **Great patient stories.** The media are always looking for compelling human interest stories and real people to illustrate medical pieces – whether the story is about an innovative treatment or a scientific breakthrough. Our staff complies with HIPAA regulations and does not release any patient information without signed consent from the patient or guardian.
- **Published research/meeting presentations.** If you publish a significant scientific finding, or a study that might otherwise be of interest to the general public, please notify our staff so we can explore opportunities for publicity. Please notify us as soon as your paper is accepted by a journal – we honor all embargoes set by journals. Likewise, please let us know if you are presenting a newsworthy abstract at a scientific meeting. It is important that our staff is made aware of significant papers being presented or published, as your work may receive media attention even if you do not seek publicity. Our staff can help field media calls and coordinate interviews.

For published research or presentations, please contact the appropriate media relations contact listed above.

- **Study recruitment.** Media Relations staff can work with you to assist in recruiting for clinical trials or other studies. We will explore opportunities for media publicity – such as profiling a study participant in the newspaper or on TV. Our department can also assist in placing ads for recruitment or posting information on the Lifespan web page.
- **Expert commentary.** If you are conducting groundbreaking research, we would like to position you as an expert in the media. We ask that you use your hospital title in any stories about clinical care or research funded through the hospital.

Note: All reporters and photographers must be escorted by a Media Relations staff member on hospital campuses.