

Integrated Media Communications

Interventional Radiology // #NotJustAHeadache



Begin with the End in Mind

What do we want to accomplish?

What does success look like?



Does it meet business objectives?

Yes? – continue on with planning

No? – move on!!



Problem Statement – who has the problem?

Visiting Interventional Radiologists

Frequent Migraine & Cluster Headache Sufferers



Who is the audience?

Local Providers

Frequent Migraine & Cluster Headache Sufferers



The Planning Stage

Who to involve?



Integrated Media Communications

Paid // Earned // Owned

Call to Action



Return on Investment

Communicating with the C-Suite

1. 767% increase in SPGB procedures;
2. \$2,000 billed out per procedure; and
3. \$8,000 in advertising cost.

