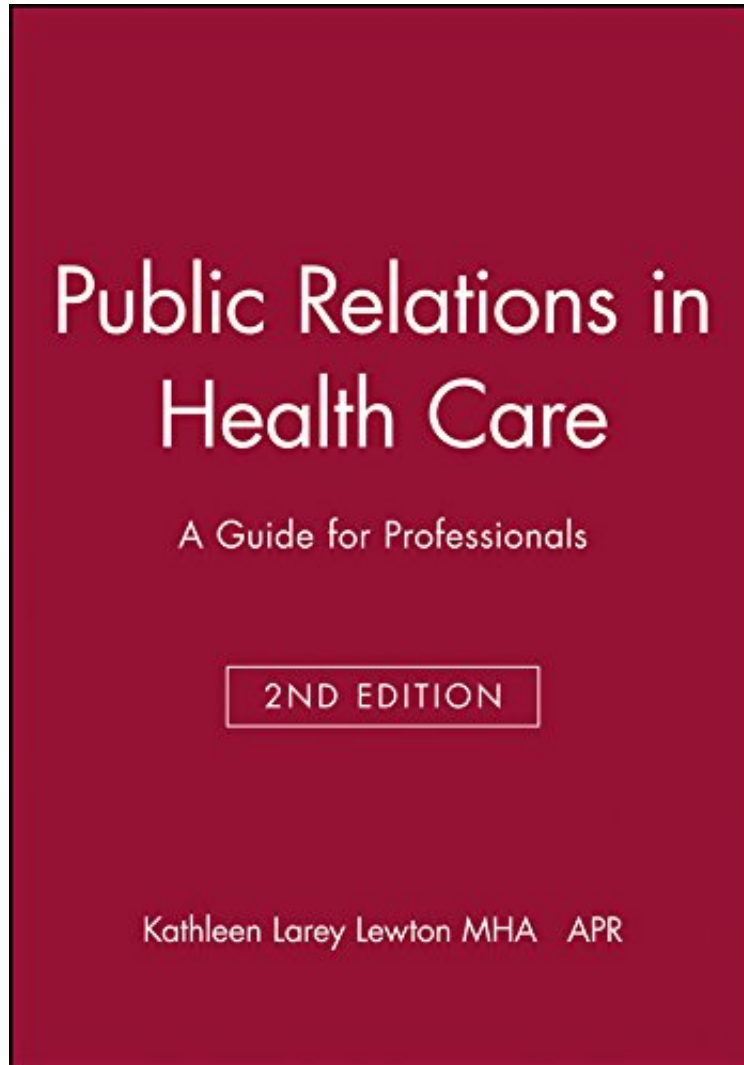


Public Relations in Health Care: A Guide for Professionals

Kathleen Larey Lewton MHA APR
*audiobook / *ebooks / Download PDF / ePub / DOC*



#2539001 in Books Jossey-Bass 1995-09-29Original language:EnglishPDF # 1 11.06 x .61 x 8.58l, 1.52
#File Name: 1556481438288 pages | File size: 59.Mb

Kathleen Larey Lewton MHA APR : Public Relations in Health Care: A Guide for Professionals before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Relations in Health Care: A Guide for Professionals:

0 of 0 people found the following review helpful. Two StarsBy CustomerIt's a textbook from 1995. You get what you pay for.
0 of 0 people found the following review helpful. Three StarsBy CustomerI was looking for something newer to teach my class.
5 of 6 people found the following review helpful. A Solid Resource...in Need of Some UpdatesBy Peter KobsIt's amazing how much the practice of public relations has changed in the past 10 years since this book was first published. And, yet, much of the material here is still fundamentally sound. What's really missing in this volume

is a comprehensive section on the Internet and changing media landscape. I hope the publisher will consider a third edition soon. Kathleen Larey Lewton, a seasoned pro in this field, provides well-grounded insights into the fundamentals of health care public relations, including:-- Messaging for multiple audiences and stakeholders (e.g., employees, patients, physicians, state regulators, the media, insurance providers, etc.)-- Relationship building across and within specific target groups-- Crisis planning and management-- Research and audience segmentation-- PR organizational and reporting structures-- The vital role of public relations in program planning. Best of all, Lewton stresses the need to integrate all communications functions into a coordinated whole, each project and tactic building on and supplementing the others. When you do that right, everything else falls into place over time. The old days of isolated communication "silos" are long gone. Hallelujah!

This comprehensive guide to everything you need to know about PR provides a theoretical overview and practical advice for PR professionals new to health care and new ideas and insights for veterans. The authors explain how the PR function can contribute to the success of the contemporary health care organization.

From the Inside Flap This comprehensive guide to everything you need to know about PR provides a theoretical overview and practical advice for PR professionals new to health care and new ideas and insights for veterans. The authors explain how the PR function can contribute to the success of the contemporary health care organization. From the Back Cover This comprehensive guide to everything you need to know about PR provides a theoretical overview and practical advice for PR professionals new to health care and new ideas and insights for veterans. The authors explain how the PR function can contribute to the success of the contemporary health care organization. About the Author KATHLEEN LAREY LEWTON, has 25 years of experience as a public relations executive and is currently senior vice-president of Porter/Novelli's Chicago office and codirector of the agency's national health care practice. In 1989 she was profiled in *Working Woman* as one of the two "key people making news in hospital marketing." Ms. Lewton began her communications career at age 18 as a reporter and editor for *The Daily Pantagraph*, a daily newspaper in her hometown of Bloomington, Illinois, where she worked while she was a student at Illinois Wesleyan University (BA, English, 1970). From 1971 to 1976, she was assistant director of public relations at Bowling Green State University. After earning a master's degree in journalism from Medill School of Journalism at Northwestern University in 1977, she was named director of public relations at Flower Hospital in Sylvania, a Toledo suburb. In 1982, she joined the staff of St. Vincent Medical Center, an 840-bed tertiary care hospital, as vice-president for marketing communications. She earned a master's degree in hospital administration from the University of Minnesota in 1988. During 1989, Ms. Lewton's consulting firm, K.L. Lewton and Associates, worked with a variety of national and regional clients in health care, insurance, and professional association industries. From 1990-91, Ms. Lewton was vice-president for marketing and corporate communications at University Hospitals of Cleveland, and in 1992 she joined the senior management team at Columbia-Presbyterian Medical Center in New York City, where she served as senior vice-president for marketing and public relations. In 1993 she was named to her present position at Porter/Novelli, a national public relations agency that is the lead U.S. agency for the international Omnicom organization. She is accredited by the Public Relations Society of America and was one of the youngest individuals ever inducted into the College of Fellows, which she now serves as a member of the Executive Commi