

### Overview

The Oregon Clinic (TOC) is a 100+ provider specialty medical clinic. The company continually struggled with gaining PR recognition because their surgeons and specialists were often confused with being employees of the hospitals they served. More often than not, the press would leave The Oregon Clinic out of any coverage, citing the TOC surgeon or specialist as “affiliated with the hospital.”

### The Strategy

As part of a clinic trial, A TOC physician performed one of the first groundbreaking incisionless gallbladder surgeries in the US. It involved removing a gall bladder without making an incision in the patient’s abdominal wall, which was the traditional method. The hospital had planned to report the surgery as a hospital first. BMG worked quickly with The Oregon Clinic to announce the surgery and provide a compelling story, complete with patient interviews, to daily business press prior to the hospital’s announcement.

Because of the short lead-time, BMG worked with the medical tools provider for the clinical trial and developed a press release that focused on the technology used and the groundbreaking procedure for a better business angle. BMG developed a detailed press release, complete with third-party quotes, a surgery fact sheet, and a list of patients available for interview. BMG strategically approached the Associated Press first to ensure national exclusive coverage,. BMG then released the news nationally.

### The Result

- *Associated Press* picked up the story and it was covered in more than 50 newspapers nationwide, including *The Seattle Times*, *LA Times*, and *Dallas Morning News*.
- Feature coverage complete with surgery graphics in health issue of *USA Today*.
- E-news coverage on Forbes.com, Foxnews.com, Yahoo! Health, AOL Money.
- Trade coverage in *Rx Journals*, *Health Leaders Media*, *Resident and Staff*, and *Medical News Today*.



### 'Natural orifice' surgery has tongues wagging By Rita Rubin, USA TODAY

*“Lynn Masterson hurt in a most unusual place after gallbladder surgery June 16.”*

