



Empathetic healthcare public relations in the era of Covid-19 and beyond

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Abstract:

When developing public relations plans in the era of Covid-19 and beyond, healthcare and healthcare technology organizations need to take an empathetic approach to sharing their solutions with the world. In the past, one could lump a group of people into a targeted audience and plan communications tactics based on this group of people. However, current empathetic public relations best practices focus on personal (or individual) public relations strategies and tactics. Social media, text, and email has made it easier than ever to address your audience one-on-one. Once an organization has determined how to best communicate with their audience in a personalized format, it is imperative that any and all content shows care for the difficult position that the customer or consumer is currently in. Healthcare organizations need to approach their communications strategy with the understanding that their target audience is more than likely in a personal and collective state of shock, worry, and possibly panic. Part of an empathetic communication strategy also means recognizing culturally important topics and clearly articulating how the company fits into the broader context of the industry in relation to them. An individual-focused empathetic public relations plan means seeing your healthcare organization as an individual with an identity. This identity needs to be smart, strong, and disruptive to make an impact in the current environment.



Biography

Grace Vinton is a dynamic healthcare technology public relations professional with a passion for healthcare and health IT. She has worked with over 20 companies across the healthcare ecosphere with an aim to better communicate healthcare informatics innovation to the masses. She is fluent in social media and viral marketing platforms and has a top 1% most viewed LinkedIn profile with numerous healthcare industry heavy hitters as followers of her regular healthcare technology industry news and commentary. She has a Master of Arts degree in Communication & Leadership and has also completed educational development programs at Georgetown and Oxford Universities.

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