



Christine Hill, Sr. Media Relations Specialist
Dr. David Hilden, Host of Healthy Matters
Hennepin County Medical Center



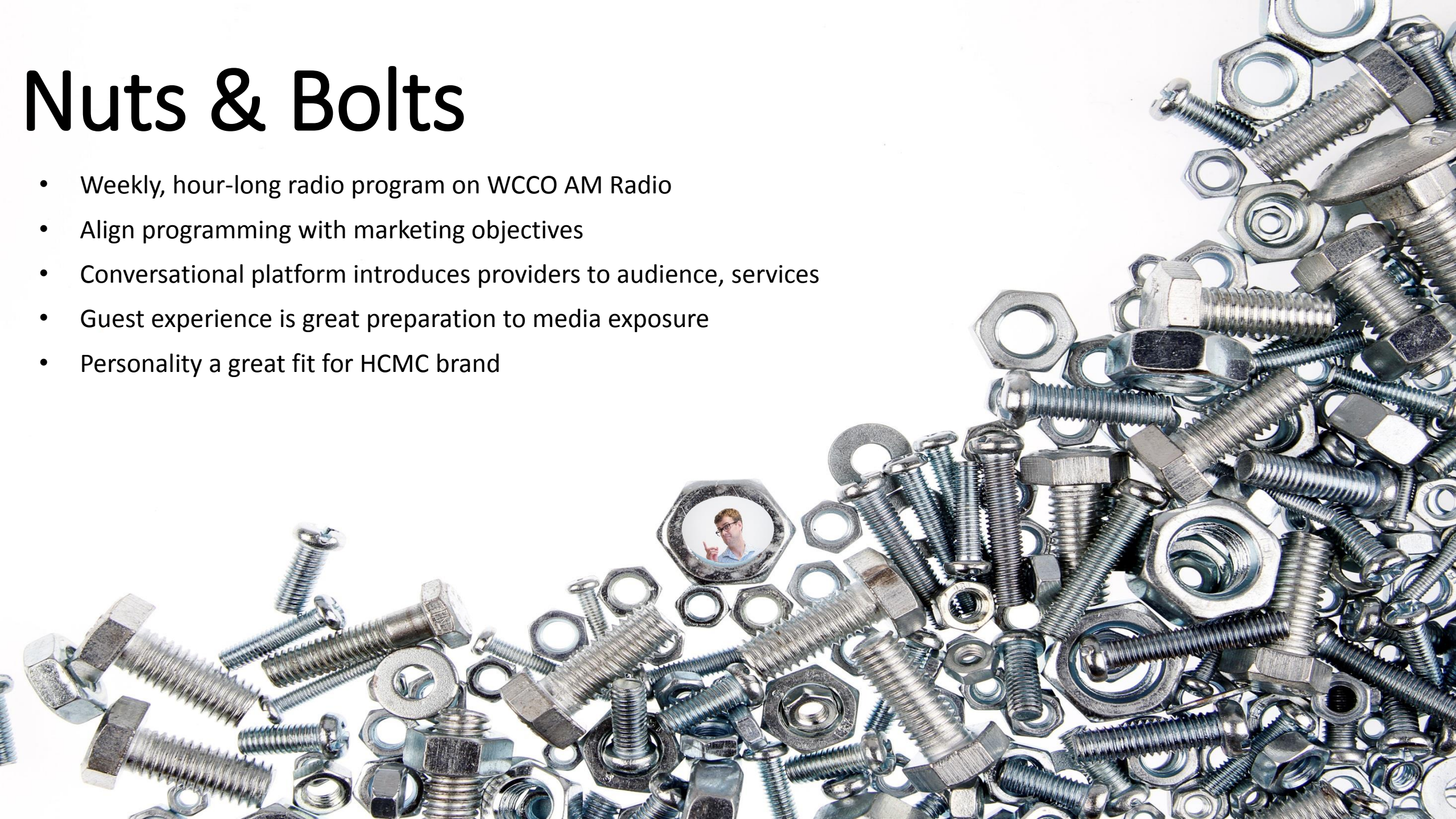
Building Healthy Matters

The latest in medical conditions
and wellness issues with
Dr. David Hilden!



Nuts & Bolts

- Weekly, hour-long radio program on WCCO AM Radio
- Align programming with marketing objectives
- Conversational platform introduces providers to audience, services
- Guest experience is great preparation to media exposure
- Personality a great fit for HCMC brand





Healthy Matters
Starts with healthy relationships



WCCO co-host



Denny Long



Audience (fans)



What listeners are saying about Dr. Hilden

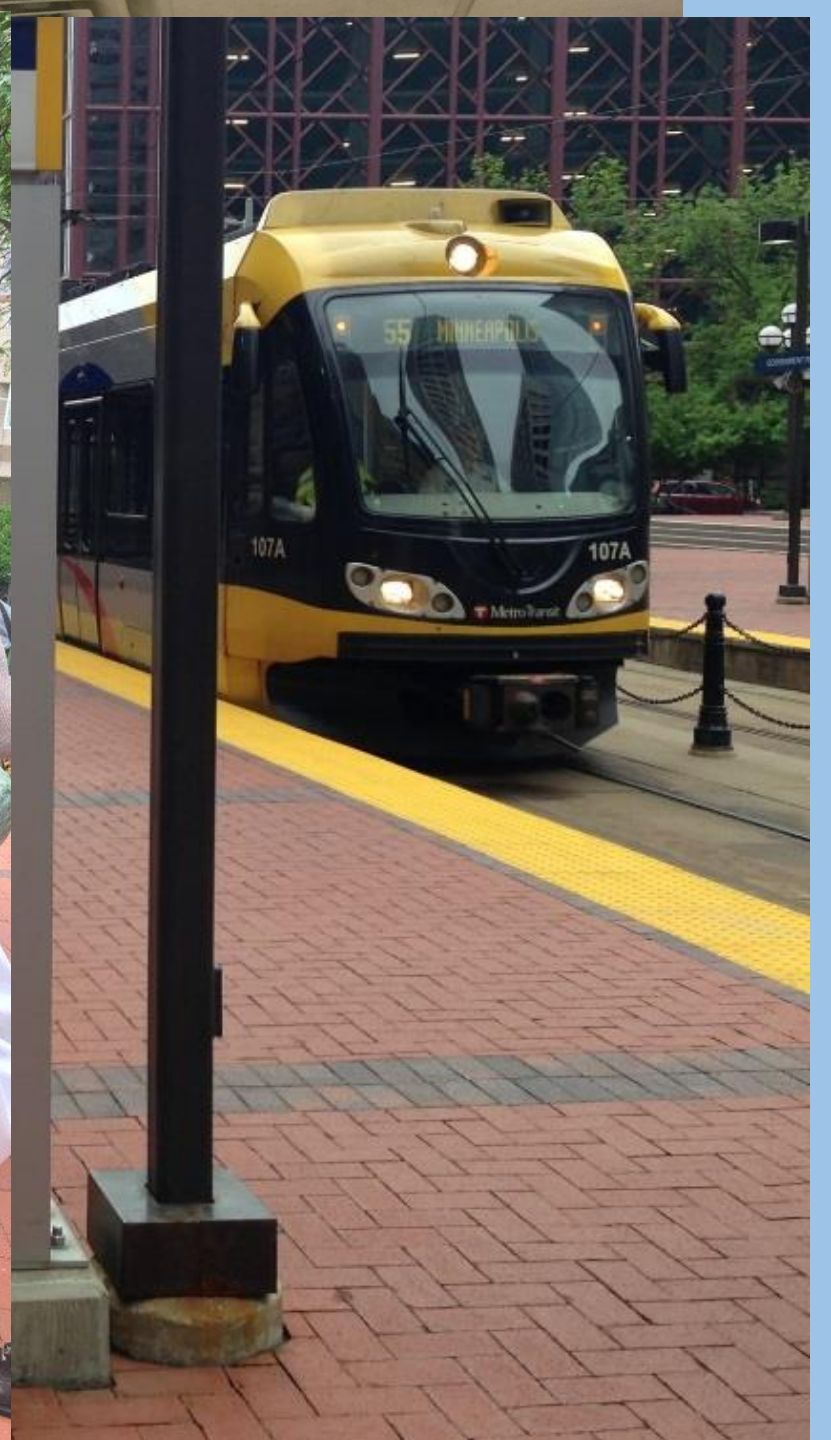
“Great information and I love reading your blogs too!”

“Your show is a staple in my Sunday morning!”

“Nothing better that comes in on my radio.”

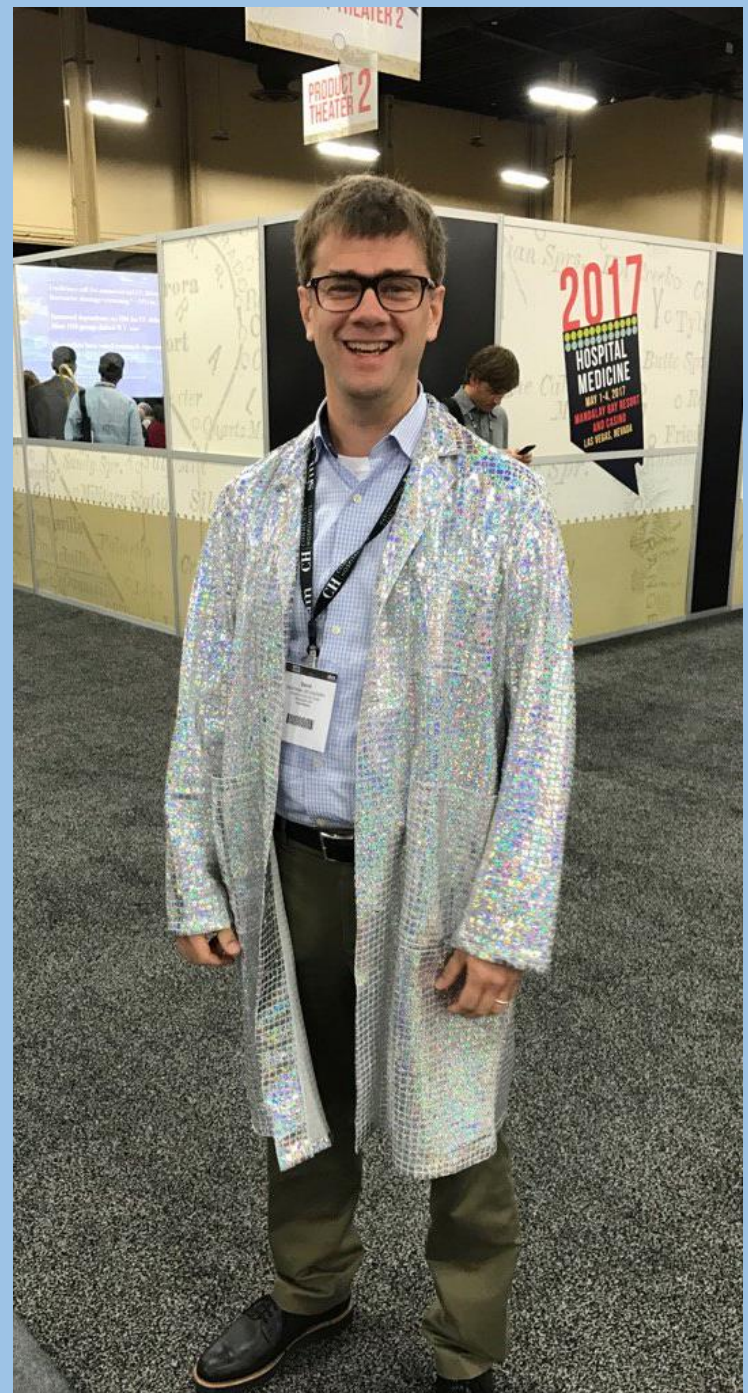
“I am a long time listener. I listen to you on your podcast every week as I do my daily physical therapy... Pretty simple why I listen. I have grown to trust you.”

“We listen because of the special guests sharing their wisdom along with your common sense approach to peoples’ concerns. You’re always so chipper too and we need more of happy people like you in our lives.”





<https://www.youtube.com/watch?v=G8xWYNGe-3Q>





Important things to know about doing an interview

- When the microphone is attached, it is recording EVERYTHING.
- It's best to remain on topic and answer the reporter's questions in simple terms.
- OK to elaborate on your answers (not just "yes" or "no"), as long as you keep it concise and allow the reporter time to ask his/her questions.
- Never offer another patient story to a reporter without consulting with PR first.
- When the interview is being recorded, it's okay to stop and repeat the sentence if you feel that you said something incorrectly.

Thank you for representing HCMC in this way!

If you'd like media training, please contact me. (I can keep this confidential.)

My brief history of HCMC and WCCO. . .



1987 – 1996

May 2000

2000 – 2003

2003 – 2009

December 2008

January 2009

December 2010

October 2017

January 2018

Previous life as an engineer

Medical school

Residency

Primary care

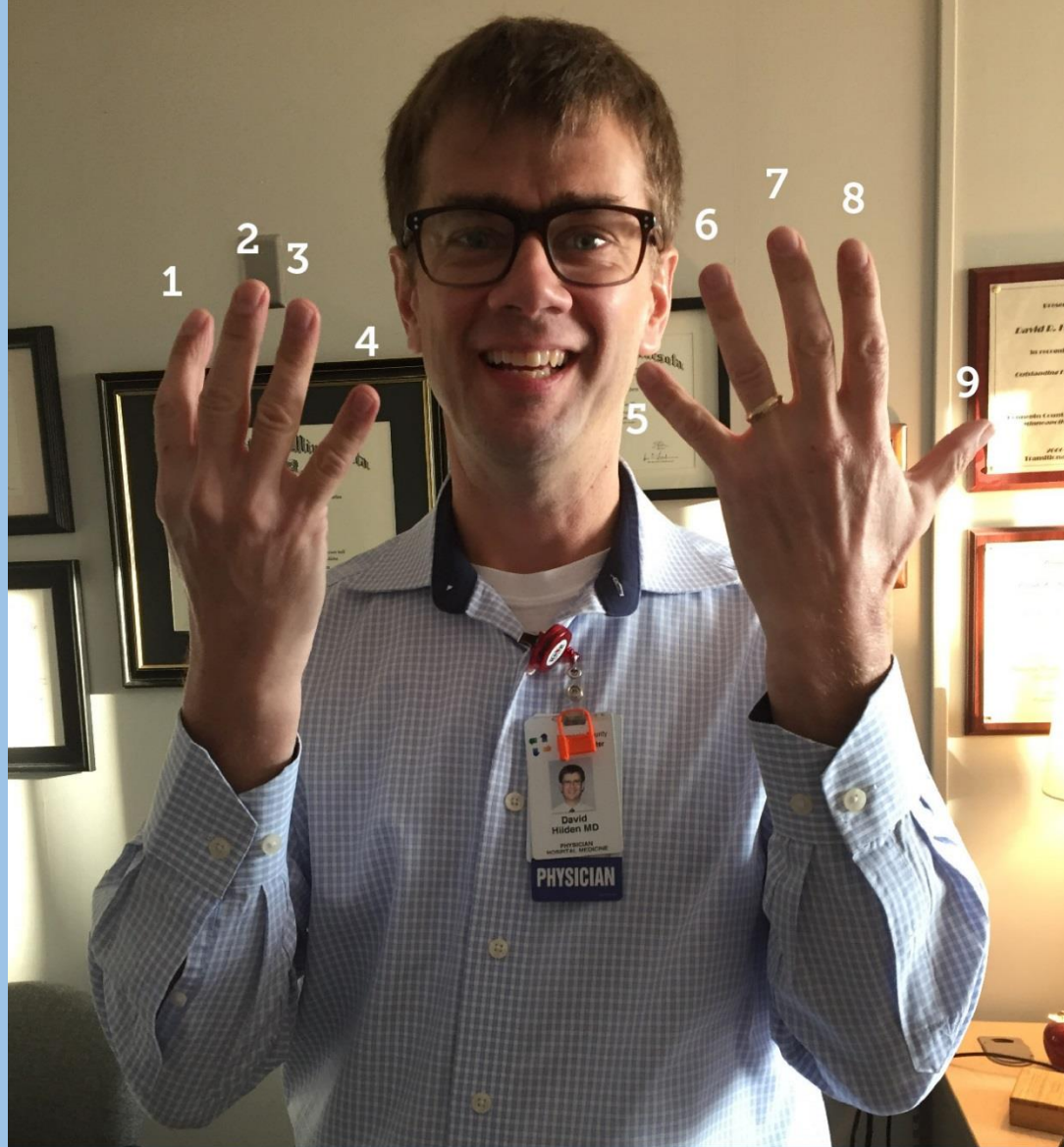
The big audition

Show premiere

100th show

460th show

Start of 10th year



9 years of
Healthy Matters!



Silly factoids

- Number of specialties >35
- Number of shows: 460
- Total listeners over 10 10 years 9-12 million
- Number of questions, estimate 5,000
- Number of questions I answered correctly: 18

Moving into new platforms

- Blog
 - MyHealthyMatters.org
 - Taking the boring out of it
- Twitter
 - Promotional vs inspiration
 - Tweet chats
- Facebook Live
 - Still trying to figure out best use
- Podcasts
 - Podcasts are “un”-produced, may be more effective with more “production”



Blog



Good health requires both science and art, attention to the mind as well as the body, and a dose of laughter for good medicine.

- Dr. David Hilden



My Healthy Matters

Health and Wellness by Dr. David Hilden, Host of Healthy Matters on WCCO Radio

Healthy Matters



Presented by Hennepin County Medical Center

[Home](#) [About Dr. Hilden](#) [Listeners](#) [Upcoming Shows](#)

An introduction to acupuncture and chiropractic care

Posted on September 25, 2017 by [David Hilden, MD MPH](#)



Medical school is four years long. This is after four years of college. It is then followed by three more years of intensive training during medical residency. It's a lot of learning.

So in all those years, do you know how much I learned about chiropractic care? Just about nothing. How about acupuncture? Even less. These are not disciplines that are taught in most US medical schools (at least

the allopathic kind like I went to).

But research shows, and our day-to-day human experience probably confirms, that many people see chiropractors and acupuncturists for a variety of ailments. In fact, many major medical systems, including my own at HCMC, [offer a wide range of services to include chiropractic and acupuncture care.](#)

To learn more about these disciplines, this past month on the Healthy Matters radio

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Categories

Tweet your #allergies2016
questions for Dr. John Sweet during

#AllergyHour

#TweetChats

Wednesday
April 27
from noon-1 PM
@drdavidhilden



Colorectal Cancer Awareness
TweetChat on Friday, 3/24
Noon - 1 pm CST

@drdavidhilden

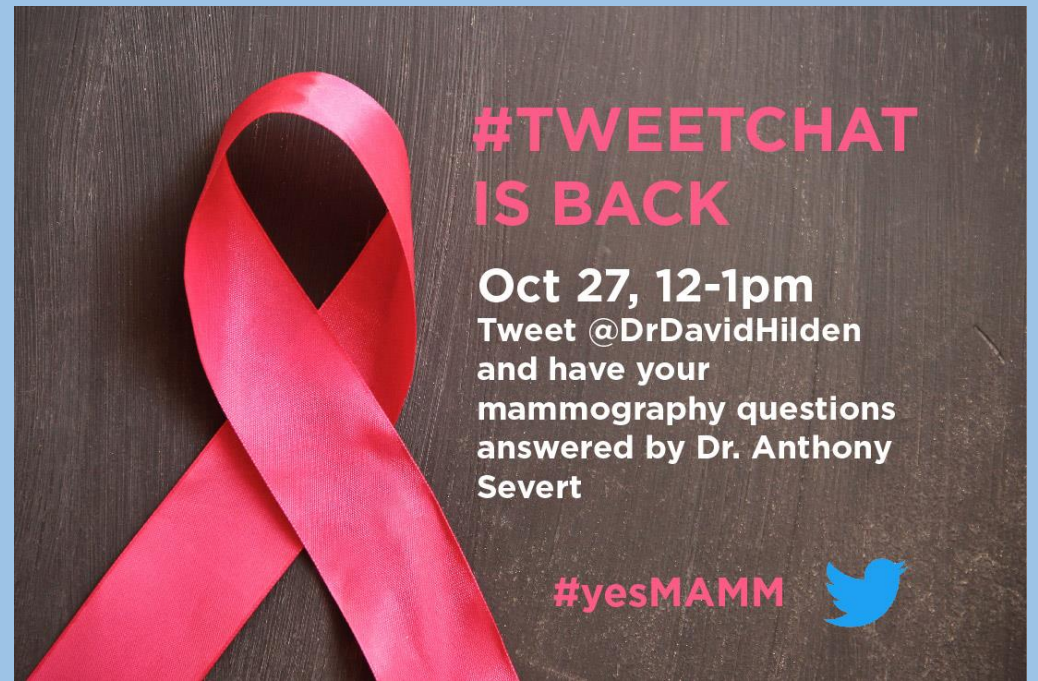
Featuring
Dr. Matlock!
#colonchat
#scopeitout



#TWEETCHAT IS BACK

Oct 27, 12-1pm
Tweet @DrDavidHilden
and have your
mammography questions
answered by Dr. Anthony
Severt

#yesMAMM



Who benefits?

- Benefits to me personally
 - Well-being enhanced by professional networking
 - Meaningful work, sense of purpose are protective



Who benefits?

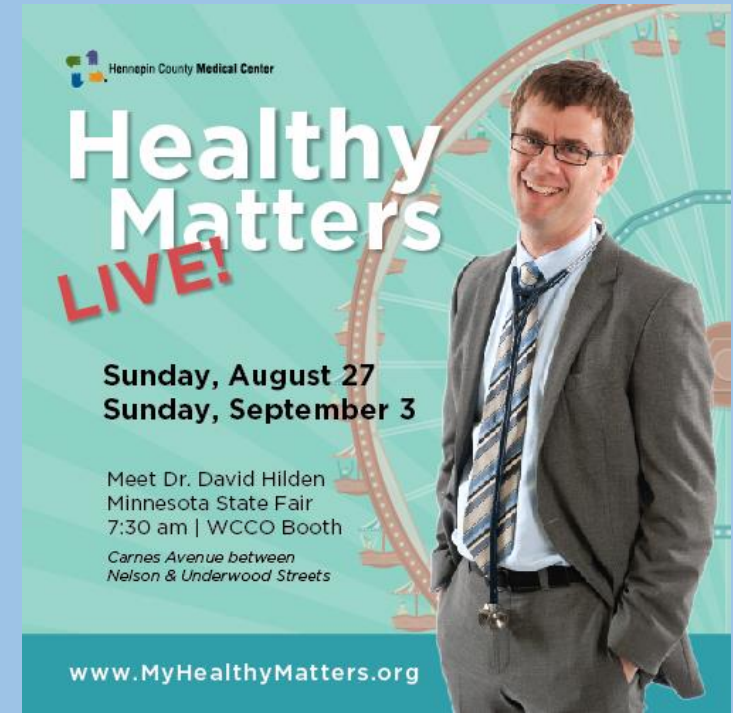
- Benefits to my practice
 - Patients like knowing their doctor is engaged
 - Relationships with other doctors
 - The secret of where medical care really occurs
 - Story of my patient, JA

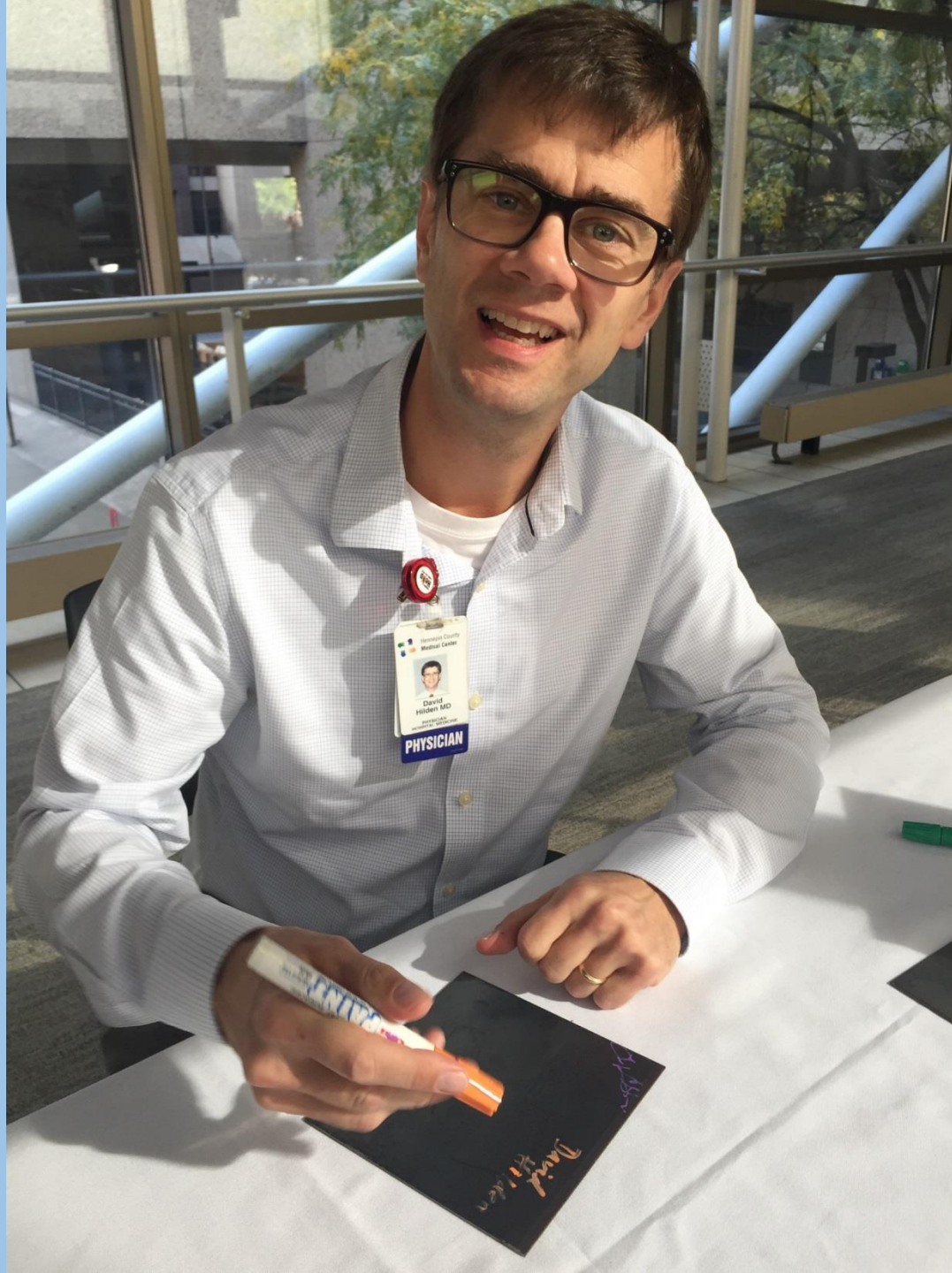


Who benefits?

- Benefits to the organization and the community
 - Deserved or not, physicians have a voice that is heard
 - Getting physicians engaged in the organization and the community benefits everybody







Tips for getting physicians engaged

- Overcoming reticence that “I won’t know the answer”
 - You know enough
 - If you don’t know the answer, then the public likely doesn’t need that answer
- Being engaged in PR and Communications is good for your career



theintima.org
Spring 2017



Healthy Matters

MyHealthyMatters.org



Thank you!

myhealthymatters.org

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