



# Stories From The Triad

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## Partnering With The Health Community

# Why the Health Community?

- Common Goal
  - Educated “Choir”
- Support
  - Financial
  - Logistical/ Infrastructure
  - Lends Credibility
- Up & Coming Market
- Health Sells!



Figure 16

**Industry Shares of Total Nonagricultural Employment in North Carolina  
Based on Seasonally Adjusted Data  
July 1990 and March 2001**



**Employment Securities Commission of North Carolina**



# Do you "Mesh"?

- Does my message fit their mission?
  - Preventive Health Care
  - Specific Targets
  - Support Staff
  - Medical Staff
  - Develop Rapport



# Service Promotion

- Are you promoting their services?
  - If we build it, will they come?
  - Pediatric
  - Geriatric
  - Cardiology
  - Pulmonary





# Good Will

- How will your message make the public feel about the medical organization you're working with?
  - Public Service
  - Caring Community Member
  - Environmentally Concerned



# Effectiveness

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- Will your message be noticed?
  - Audience
  - Practicality
  - Visibility
  - Affordability
  - Flexibility



# Who should I contact?

## ■ Hospitals (Marketing Department)

- Cardiopulmonary
- Pediatric
- Allergists
- Geriatrics
- Family Practice
- Otolaryngology (ENT)
- Community Health



# Who should I contact next?

## ■ Health Care Providers

- Medical Groups
- Private Practices
- Elder Care Facilities
- Pharmacies
- Rehab Facilities
- Drug Companies



# Who else should I contact?

## ■ Health Publications & Media

- County Health Newsletters
- Respiratory Unit/Clinic Newsletters
- Local Newspaper Health Sections
- Local TV Health Reports
- American Lung Association
- American Heart Association





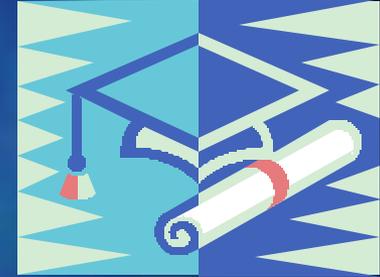
## ■ County Health Departments

- Environmental Health Division
- Health Inspectors  
(Summer Camp & Daycare Facilities)
- School Nurse Programs



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## ■ Educational Institutions



- Medical Schools
- Physicians Assistant Programs
- Nursing Schools
- Cardiopulmonary Therapy Programs
- Rehab Therapy Programs



# In Conclusion...

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- The medical community has money.
- They have the infrastructure.
- They've already "bought-in".
- They need and want fresh ideas.
- We have information they can use.
- Partnering with the health community will increase the reach and impact of your program.



Think. Act. Breathe.



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