

PR Calendar Events

Include the following PR events on your calendar:

- Study Club meetings
- Study Club prep
- CE meetings
- CE meeting prep
- Lunch and learns
- Doctor/Doctor meals
- Department meetings (weekly)
- Marketing meetings (monthly)
- Office manager group survey
- Office manager group schedule
- Office manager group kickoff
- Ongoing office manager group meetings (quarterly)
- Appreciation visits
- Education visits
- Development visits
- Prospecting visits
- Online presence (monthly report on SEO, reviews, website changes)
- PRC training:

January	Calendar
February	Read tabulation of ePM PRC survey & send stat reports to Katerina
March	Study office visit approach and dialogue as well as proposals
April	PR tracker
May	Intervals for visiting offices (A = appreciation, B = education, C = development, P = prospecting)
June	Read the Office Manager Group Kickoff and Survey information, as well as the Lunch and Learn Invitation
July	Start the Office Manager Group Surveys
August	Schedule the office manager group meetings
September	Get staff to get patient reviews
October	Design the holiday campaign

November	Prep the holiday campaign
December	Patient testimonials and exit interviews on large cases