

## 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:

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

<b>November</b>	Prep the holiday campaign
<b>December</b>	Patient testimonials and exit interviews on large cases