



## **ACOF 46th Annual Convention & Exhibition**

**March 4-8, 2009**

Gaylord National Resort & Convention Center  
Washington, D.C.

# **Leadership Workshop for Women**

**Travis J. Reindl, MPP**

**Friday, March 6, 2009  
10:00 am-12:00 pm**

### **CME/CEU Information**

The American College of Osteopathic Family Physicians is accredited by the American Osteopathic Association Council to sponsor continuing medical education for osteopathic physicians.

The American College of Osteopathic Family Physicians has requested that the AOA Council on Continuing Medical Education approve this program for 2 hours of AOA Category 1B CME extra credit. Approval is currently pending.

### ACOFF FULL DISCLOSURE FOR CME ACTIVITIES

Please check where applicable and sign below. Provide additional pages as necessary. Date: 2/3/09

Name of CME Activity: **ACOFF 46th Annual Convention & Exhibition**

Dates and Location of CME Activity: **March 4-8, 2009, Gaylord National Resort and Convention Center, National Harbor, MD**

Topic: **Leadership Workshop for Women**

Name of Faculty/Planner/Author/Editor/Reviewer: **Travis Reindl**

#### DISCLOSURE OF FINANCIAL RELATIONSHIPS WITHIN 12 MONTHS OF DATE OF THIS FORM

A. Neither I nor any member of my immediate family has a financial relationship or interest with any proprietary entity producing health care goods or services.

B. I have, or an immediate family member has, a financial relationship or interest with a proprietary entity producing health care goods or services. Please check the relationship(s). (Check all that apply):

- Research Grants
- Speakers' Bureaus\*
- Ownership
- Consultant for Fee
- Stock/Bond Holdings (excluding mutual funds)
- Employment
- Partnership
- Others, please list:

Please indicate the names of the organizations with which you have a financial relationship or interest, and the specific clinical areas that correspond to the relationship. If more than four relationships, please list on separate piece of paper:

Organization With Which Relationship Exists	Clinical Area Involved
1.	1.
2.	2.
3.	3.
4.	4.

\*If you checked "Speakers' Bureaus" in item B, please continue:

- Did you participate in company-provided speaker training related to your proposed topic?  Yes  No
  - Did you travel to participate in this training?  Yes  No
  - Did the company provide you with slides of the presentation in which you were trained as a speaker?  Yes  No
  - Did the company pay the travel/lodging/other expenses?  Yes  No
  - Did you receive an honorarium or consulting fee for participating in this training?  Yes  No
  - Have you received any other type of compensation from the company?  Yes  No
- Please specify:

- When serving as faculty for ACOFP, will you use slides provided by a proprietary entity for your presentation and/or lecture handout materials?  Yes  No
- Will your topic involve information or data obtained from commercial speaker training?  Yes  No

#### DISCLOSURE OF UNLABELED/INVESTIGATIONAL USES OF PRODUCTS

A. The content of my material(s)/presentation(s) in this CME activity will not include discussion of unapproved or investigational uses of products or devices.

B. The content of my material(s)/presentation in this CME activity will include discussion of unapproved or Investigational uses of products or devices as indicated:

I have read the ACOFP policy on full disclosure. If I have indicated a financial relationship or interest, I understand that this information will be reviewed to determine whether a conflict of interest may exist, and I may be asked to provide additional information. I understand that failure or refusal to disclose, false disclosure, or inability to resolve conflicts will require the ACOFP to identify a replacement.

Signature: [Handwritten Signature]

Date: 2/3/09

Please fax this form to ACOFP at 866-328-1835 as soon as possible. Deadline: January 27, 2009.

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# The Doctor Is In: Putting Your Best Foot Forward with the Media

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Travis Reindl  
ACOFB Annual Convention  
National Harbour, MD • March 6, 2009

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# Reality Check

- **The news world is changing quickly...**
  - **Print publications are slashing staff, moving more content online, and playing more “follow the leader” with blogs and trades.**
  - **24/7/365 news cycle creates openings and clutter.**
  - **New technologies (podcasts, twittering) give consumers more opportunities to customize their news.**

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# What It Means for Experts...Like You

- **News sources must be:**
  - **Smarter—Piggybacking on hot topics and introducing new topics in creative ways.**
  - **Swifter—Responding quickly when windows of opportunity open, because they are closing more quickly than before.**
  - **Savvier—Building relationships with key reporters and producers and not waiting for them to call you.**

# Media 101: Rules of Engagement

## ■ ALWAYS...

- Return a reporter's call or e-mail, even if you can't help them (and give them ideas for where to go if you can).
- Establish the terms of a conversation (background or on-the-record)...and make sure there is agreement **BEFORE** you start talking.
- Ask a reporter about their deadline...and respect it.
- Be honest...if you don't know, you don't know.
- Correct mistakes or misstatements if you make them.
- Handle embargoed materials with care.

## ■ NEVER...

- Lie to a reporter...about **ANYTHING**.
- Say something that you cannot back up.
- Promise something that you cannot deliver.
- Give a reporter something that is not yours to give without permission (e.g. "leaking" internal or draft documents).
- Promise an "exclusive."
- Miss a reporter's deadline (without at least giving them a heads-up).

# Media 201: Mastering the Interview

## BEFORE

Know the “ask” and the deadline.  
Decide if you are the person for the job.  
Organize your information and messages...  
then “jargon scrub” them.  
Set the terms of the interview (background or  
on-the record).

## DURING

Speak in brief, active sentences, not paragraphs.  
Link every answer to one of your key messages  
 (“pivoting”).  
Stay calm...even if the conversation  
 (or the reporter) gets tough.  
Say only what you know...unless you own a crystal ball.  
Recap your messages at the end of the interview  
 (reporters will ask “Is there anything you’d like to add?”  
 99% of the time).

## AFTER

Thank the reporter, get their  
contact information, and ask about  
anticipated print/air date.  
Alert your colleagues when stories  
run.  
Make a record of your interview  
 (including clips) that you can  
refer to for the next interview.



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# Media 301: Reactive to Proactive

- When a reporter calls you:
  - Get and keep their contact information.
  - Ask them about their beat and what their editors are interested in.
- Follow the health news in your area...what are reporters covering? How does that relate to your practice?
- When you see stories that you know something about, send additional information that might be helpful.
- Put “media ticklers” on your calendar...for things like annual flu season tips, back-to-school health reminders, etc.

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# Clinical Trial

- **Practice Interview**
  - **Subject: Patient-Centered Medical Home—  
What Is It? How Does It Fit in Health Care Reform?**
- **Evaluation**
  - **What worked?**
  - **What could have worked better?**

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# Contact

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