



The Power of Communication

Wanda D. Filer, MD MBA FAAFP



Where to use your new skills

- ◊ AAFP/TAFFP/local chapters
- ◊ Health systems and Insurers
- ◊ Government
- ◊ Employers/Purchasers/Boards of Directors
- ◊ Advocacy Groups and Community



Your 360

- Clinical and Public Health
- Communication
- Governance/Leadership
- Business/Finance/Negotiating/Strategy
- Personal Supports





Family and Community Medicine

The screenshot displays a bank's website interface. At the top, there is a login section with the text "Login ID: Enter ID" and a "Next" button. Below this, a banner reads "See What's New With Online Banking:" followed by buttons for "Business Banking" and "Personal Banking". A large image of a brick building with a covered entrance is positioned above the main content area. On the left, a vertical navigation menu under the heading "ABOUT" lists several links: "Mission & Core Values", "Executive Management", "Board of Directors", "Hanover Advisory Board", "Career Opportunities", "Community Connections", "News & Events", and "Newsletter Archive". The "Board of Directors" link is highlighted. The main content area, titled "Board of Directors", features three portraits of board members with their names and titles. To the right of the website content, a partial view of an email interface is visible, showing a timestamp of "at 5:33 PM" and a circular icon with the letters "LC".

Login ID: Enter ID Next

See What's New With Online Banking:

Business Banking Personal Banking

ABOUT

- Mission & Core Values
- Executive Management
- Board of Directors
- Hanover Advisory Board
- Career Opportunities
- Community Connections
- News & Events
- Newsletter Archive

Board of Directors

David L. Bode, CCIM, SIOR
Managing Partner
ROCK Commercial Real Estate, LLC

John D. Brown
Board Director,
Blockhouse, Inc.
Managing Director,
Blockhouse Properties

Elizabeth F. Carson
Retired Banking Executive
Community Leader

at 5:33 PM LC



Defining Your Message

Authentic Self, Relationships, Collaboration,
Learning, Fierce Advocacy, Professionalism

Stories and facts, Strategy

Build your reputation, INTEGRITY, impact

Personal Courage, Believable, Truthful

Strategic Use of Media: Know when to HOLD 'EM

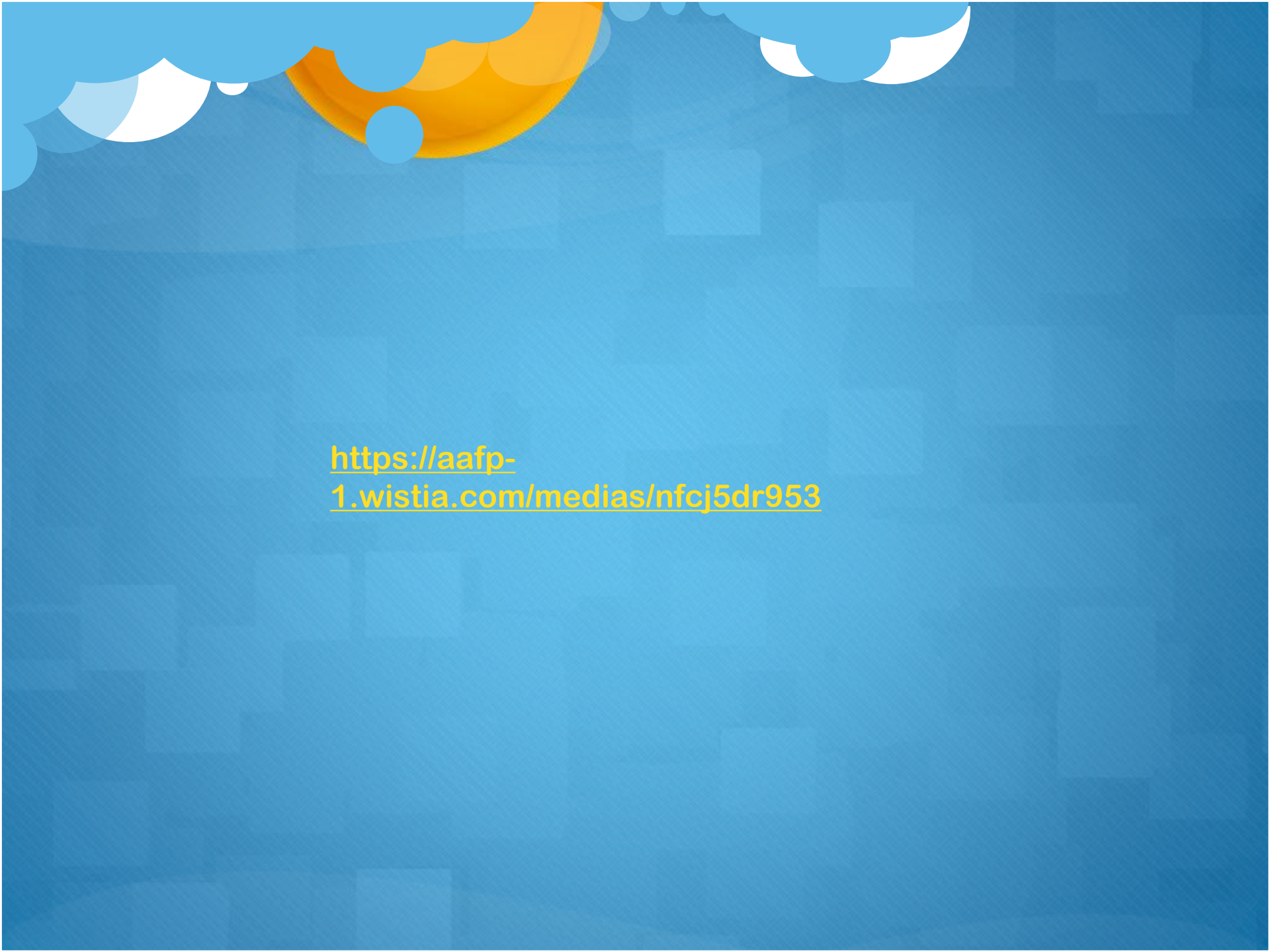




Defining Your Message

- Be specific and respectful, Educate
- Build your case clearly, no jargon, personable
- Create a “burning platform” when needed
- Don’t denigrate, ridicule, stay positive
- You represent Family Medicine at ALL times
- Issue a Call to Action





<https://aafp-1.wistia.com/medias/nfcj5dr953>



Earned vs. Paid Media

- ◊ Advocacy
- ◊ Marketing
- ◊ Key Opinion Leaders (KOL)
- ◊ Tell YOUR Story : 3 bullets of information , In the “box”
- ◊ Block and Bridge



C-Span

Mother AME Church, Charleston SC
December 1, 2015



Knowing Your Audience

- ◊ Demographics
- ◊ Educational attainment
- ◊ Likely attitudes, challenges
- ◊ Tell your story in their language
- ◊ Various learners



Engaging Your Audience

- <http://www.npr.org/player/embed/461519814/461519827>
- ALWAYS keep the end game in mind!



Expert Tips: Channels

- Speeches : Slides, Eye Contact, Body Movement
- TV: Audience, Segment Length, 2-3 Points, Clothing Choices, Language choice, Eye contact (camera vs. reporter), Floor Director, Hold your “Pad”, Live vs. Taped
- Radio: Voice animation, Slang, Cough/Sneeze, Headphones, Call-ins/Social Media
- SoMe: Audience, choices, photos
- Print: Newspaper, Magazines (Don’t pay to play!)



Be The Change!



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