

PRSA Bronze Anvil Awards: Category: 22. Feature Stories

Submitted by: corecubed, www.corecubed.com

Client: The National Private Duty Association (NPDA), www.privatedutyhomecare.org

Publication: *Home Healthcare Nurse*

Directed towards the practicing professional nurse working in the home health, community health, and public health areas. Articles keep readers abreast of new developments and procedures in such areas as preventive medicine, quality assurance and reimbursement issues, as well as patient and family education. Circulation: 12,000.

Feature Story: Private Pay Home Care Referrals: Issues and Challenges

Date: September 2005

As the communications partner of the non-profit National Private Duty Association (NPDA) **corecubed** developed and implemented a strategic media relations plan in 2005 on behalf of the four-year old association.

Working on a fairly modest monthly budget, **corecubed** pitched, wrote and placed more than two dozen feature stories for NPDA in 2005 in addition to securing hundreds of news hits. The article in *Home Healthcare Nurse* is one outstanding example of the tremendous media coverage generated for the association and an excellent example of how a targeted article placement generated even more hits and helped meet overall campaign objectives as described below.

Target Audience/Objectives

The objective for pitching and placing a feature story in this particular magazine was to educate one of the key target audiences, referral providers – in this case home health care nurses. Through publication of the article, the goal was to see an increase in referrals to NPDA member agencies, to position NPDA as the trusted source for private duty providers and to educate referral providers on the differences in private duty home care models.

Tactic

corecubed focused on the fact that one of the key referral sources for private duty home care providers includes nurses who provide in-home nursing care for an elderly or frail client through government funded programs. Since many consumers often start out with Medicare reimbursed nursing care before seeking non-medical privately paid home care to assist with activities of daily living, it made sense to educate these Medicare nurses since they are prime referral providers and someone who their patients already trust. By educating nurses, specifically nurses who provide Medicare funded in-home nursing care, more consumers would be educated in the various models of private pay home care as well as be aware of NPDA as a resource for locating a private duty care provider they can trust.

corecubed pitched the editors at *Home Healthcare Nurse*, a full-color monthly magazine, and secured an opportunity to write a bylined feature story that would educate home care nurses and promote NPDA as a resource. The article, titled "Private Pay Home Care Referrals: Issues and Challenges" was written by **corecubed** PR strategist, Tirza Wibel, under the byline of NPDA President, Sheila McMackin and board member Allen Hager. The article appeared in the September 2005 issue of the magazine.

Results

Publication of the article enhanced the credibility of NPDA among referral sources and helped position the association as the source for locating a private duty home care provider. The article increased the profile of the association among a prime target audience as well as among other target audiences. Following publication, the article contributed to inquiries from other consumer and trade publications requesting NPDA's use as an expert resource on the topic of private pay home care, which resulted in even more media coverage. Speaking opportunity invitations, radio interviews and an increase in web site traffic/phone calls were also results of the article. Additionally, positive response to the article helped cement the relationship between NPDA and the magazine, allowing for future articles, news hits and mentions of the association. Finally, agencies who were not yet members of NPDA heard about the association through resulting media coverage and association membership increased from 500 to 675.