

PUBLIC MEDICAL COMMUNICATION

Resources, Tips, and Role Models

Resources for Building PMC Skills

Effective Communication

- Health C, Heath D. Made to Stick. New York: Random House, 2007.
- Bonk, K, and Griggs, H. The Jossey-Bass Guide to Strategic Communications for Nonprofits: Jossey-Bass, Inc, 1999.
- Strategic Communication and Planning Resources <http://www.aboutscp.com/resources.asp>
 - strategic communication, public speaking and media management, guide to effective posters, guide to branding

Writing and Storytelling

- Zinsser, W. On Writing Well. New York: HarperCollins, 2006.
- Weissman, J. Presenting to Win: The Art of Telling Your Story. New Jersey: Prentice Hall, 2003.
- Knight RM. Journalistic Writing: Building the Skills, Honing the Craft. Portland, OR: Marion Street Press; 2010.
- Green R. General Writing vs. Blog Writing: What Makes Them Different? <http://howtoblog101.com/blog-effectively/>
- Poets & Writers Magazine tools for writers <http://www.pw.org/toolsforwriters>
- The Op-Ed Project <http://www.theopedproject.org/>
- submission info/top outlets, world changing arguments, tips for op-eds, basic op-ed structure, ledes and news hooks, how to pitch

Using science and data wisely

- Baron N. Escape from the Ivory Tower: A guide to making your science matter, Island Press: Washington 2010.
- National Cancer Institute. Making data talk: A work book. Publication P 243; NIH number 11-7724, September 2011.
- Medical research op-eds. Association of American Medical Colleges. <https://www.aamc.org/advocacy/research/274824/medicalresearchchop-eds.html>

Social Media Skills

- Dutta S. What's your personal social media strategy? Harvard Business Review. 2010 Nov;88(11):127-30, 151.
- Shirky C. Here comes everybody: The power of organizing without organizations. New York: Penguin; 2008
- Schneider A, Jackson R, Baum N. Social media networking: blogging. Journal of Medical Practice Management. 2010 Sep-Oct;26(2):82-5.
- Bottles K. Twitter: An Essential Tool for Every Physician Leader. Physician Executive. 2011 May 01.
- Health Expert Blog. 2010 Top 50 Blogs by Physicians. <http://bestmastersinhealthcare.com/2010/top-50-blogs-by-physicians/>
- Kennedy D. Doctor blogs raise concerns about patient privacy. NPR. <http://www.npr.org/templates/story/story.php?storyId=88163567>

Scholarly Articles

- Dentzer S. Communicating medical news—Pitfalls of health care journalism. N Engl J Med 2009;360:1-3.
- Gruen RL, Pearson SD, Brennan TA. Physician citizens. JAMA; 2004;291:94-98.
- Meisel ZF, Karlawish J. Narrative vs evidence-based medicine—And, not or. JAMA 2011;306:2022-2023.
- Newman TB. The power of stories over statistics. BMJ 2003;327:1424-7.

- Steiner JF. The use of stories in clinical research and health policy. JAMA. 2005;294(22):2901-2904.
- Stewart J. The shared terrain of narrative medicine and advocacy journalism. Ethics Rounds 2003-4;13(4):9-11.

12 Tips for PMC Success

1. Know your goal(s)
2. Know your audience
3. Align your efforts with your resources
4. Use the right method/vehicle for the audience and goal
5. Pick 3 key messages, at most
6. Avoid jargon
7. Tell a story
8. Use statistics wisely and sparingly
9. Don't just advocate or teach, engage and learn
10. Be professional
11. Have fun
12. Assess your impact

Select Physicians Skilled in Public Medical Communication

Vineet Arora	- medical training, Twitter
Ken Bottles	- healthcare leadership; social media
Pauline Chen	- medicine generally; New York Times, book
Eric Coleman	- practice change; policy, networking
Atul Gawande	- practice improvement; New Yorker, books
Jason Karlawish	- research, ethics; medical journals, book
Kevin Pho	- medical news; blog, opinion pieces
Pat Salber	- health technology; blog, websites
Bob Wachter	- quality and safety, hospitalists; medical journals, books, blog
Eric Widera	- aging and palliative care; social media

Learn More

Sample PMC Talks and Workshops by Louise Aronson

- Public Medical Communication: An Essential Skill for 21st Century Health Professionals
- Public Medical Writing Workshop: Op-Eds, Blogs, and Medical and Policy Journal Essays
- Advocating for Improved Care, Research, and Education: A Public Medical Communication Workshop
- Stories in Medicine/Stories and Medicine: What We Tell, How We Tell It, and Why It Matters
- Writing for Change: A Program to Train Residents in Health Policy Advocacy through Narrative
- Public Medical Writing: A Longitudinal, Developmental Curriculum for Medical Students

Louise Aronson has an MD from Harvard and an MFA from the Warren Wilson College. She is an associate professor of medicine at the University of California, San Francisco, where she cares for diverse, older patients and directs the UCSF Pathways to Discovery Program, the Northern California Geriatrics Education Center, and UCSF Medical Humanities. She teaches about PMC to medical students, residents, faculty and practicing health professionals. Her PMC can be found in medical journals and newspapers, on Twitter, Goodreads, and the blogosphere, and in her book, *A History of the Present Illness*, available in January 2013 from Bloomsbury.

Please visit www.louisearonson.com for more information about Public Medical Communication Conferences, universities, and groups interested in having Louise Aronson offer a lecture or workshop (or both) on Public Medical Communication, please email louise@louisearonson.com with "PMC" in the subject line