



VAPR Consulting

Gaining Exposure

PR Proposal by Sierra Myers

I. EXECUTIVE SUMMARY

VAPR Consulting is a radiation oncology consulting business that provides medical dosimetry and medical physics consulting services. The medical dosimetry team at VAPR provides high-quality treatment planning services for radiation oncology treatments of cancer patients. The medical physics team at VAPR provides radiation oncology physics consulting services ranging from treatment plan checks to annual linear accelerator quality assurance for radiation oncology departments.

VAPR Consulting is currently struggling to gain exposure and reach clients amongst the pandemic. The following plan will examine these issues and recommend ways for them to overcome them. Our biggest goal is to educate clients on the work VAPR does and to convince them to collaborate.

2. SITUATION ANALYSIS

VAPR consulting is currently struggling to gain clients because hospitals are limiting unnecessary personnel during the pandemic. As COVID-19 continues to invade the nation VAPR consulting is finding it increasingly difficult to find clients who are willing and wanting to collaborate. The following plan will be what VAPR can do right now to gain exposure and educate their publics. Some of the plan will be the steps they will take after a vaccine for COVID-19 has been developed.

3. STATEMENT OF PURPOSE

The purpose of this PR Plan is to increase VAPR Consulting's exposure in hopes of gaining two new clients in 2020.

4. TARGET PUBLICS

1. **Subcontractors-** These are the people VAPR Consulting hires on and work with to develop their treatment plans. They are important in this plan because at this time VAPR has a surplus of professionals who would like to work with them and collaborate on treatments but unfortunately there is not a need for them at this time.
2. **Clients (Hospitals)-** These are the practices and medical professionals that would hire VAPR Consulting. They consist of oncology professionals and departments that need extra resources in conducting a more difficult cancer treatment plan for their patients. They are important in this plan because these are the individuals VAPR is hoping to grab attention from and to educate on their work.
3. **Patients-** These are the individuals in need of the treatment plans that VAPR Consulting help develop. They are important in this plan because they are what make this company possible and have the highest benefit from the work VAPR does.

5. OPERATING PLAN

Values of Company

The core values of this company are safety, quality and innovation. Safety is a value because their work directly affects the care of radiation treatments of cancer patients. Mistakes in radiation therapy can be harmful and even deadly. Quality is important to them because they need to provide the possible best possible care for the patients and the hospital customers they serve. Lastly, VAPR Consulting values innovation because the fast-paced world of radiation oncology technology changes rapidly.

Research Strategy

VAPR Consulting is currently facing problems with getting business. This would obviously be a problem in any company but the further issues are that they have plenty of people that would like to come work for them as consultants. The lack of business was an issue from the beginning of the year and once COVID-19 spread worldwide VAPR has had extreme difficulty finding hospitals that want to bring in contracts. They know that while COVID is still looming there is not a lot they can do. Hospitals all over the world are restricting all kinds of unnecessary personal from entering the building. They are also not doing as many treatments because people are not going to their routine checkups. VAPR needs an action plan for when the new normal begins. They need to know what the new normal is going to be for hospitals as well as their own work so that they can prepare properly. They are mostly looking to find out what the hospitals are looking for. For example, what can they say or do to pitch themselves to the hospitals and convince hospitals that they need them?

Survey

While I would ideally like to run a focus group that is not possible with this group of people in our current conditions so I believe a survey will be better.

1. Please list your name, position, institution and phone number or email address
2. Are you currently or have you ever worked with a consultant? Please explain.
3. What factors would or have motivated you to bring on extra treatment expertise? Is there anything preventing you from doing so?
4. On a scale from 0 (being not helpful at all) to 5 (being very helpful) how much do you rely on collaborations?
5. Do you believe COVID-19 will make it difficult for consultants to find their way back into hospitals? If so, what could bridge this gap?

Communication Audit

VAPR Consulting's main goal at this time is to increase business by making more client connections and building new protocol to correlate with COVID-19 guidelines. Unfortunately, the only communication tool used by VAPR Consulting at this time is email, telephone calls, texting and in person communication. Obviously, this is more than likely contributing to their continued lack of business and clients. They do not have a website nor do they do any advertising.

	Patients	Clients	Subcontractors
Email		X	X
Text		X	X
Phone Calls	X	X	X
In Person Communication	X	X	X
Communication through clients	X		

I highly recommend that VAPR builds an informational website immediately. I also think it would be beneficial for them to purchase an email list of oncologists in the area. They can then build an email campaign that leads to a landing page that explains their practice and possibly includes some success stories. This landing page should also consist of a forum to lead doctors to contacting the physicist for more information. Furthermore, VAPR needs to go out and do more hospital visits to pitch their abilities and expertise to vast number of doctors at once. Conferences and seminars would also be a good place to speak.

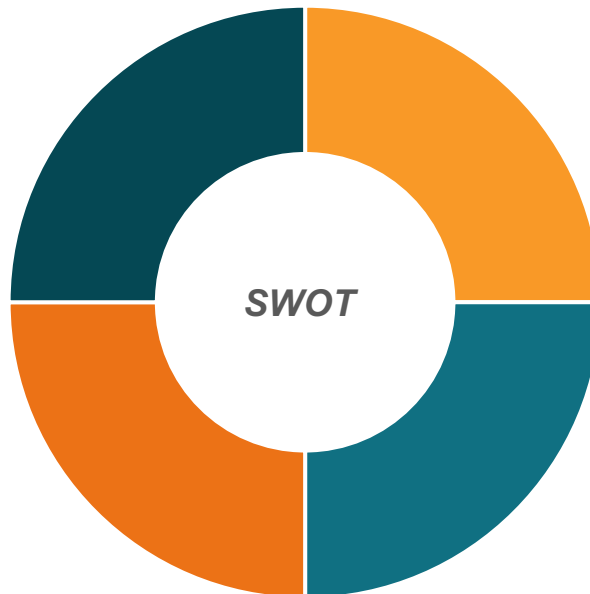
SWOT Analysis

STRENGTHS

- A lot of people are interested in working for them
- Staffed by skilled scientists that are constantly continuing their education to better serve patients
- Unfortunately, the need for advanced knowledge in cancer treatments isn't going anywhere

OPPORTUNITIES

- Unfortunately, because so many people are foregoing their regular checkups to avoid the pandemic when people begin going to the doctor again it is possible cancers will be worse and further along which will lead to the need for more comprehensive care and may require oncologists to search for further expertise in treatment
- By me working with them on this project, they may become motivated to branch out and use some of my recommendations



WEAKNESSES

- Hospital protocols during COVID-19 are limiting unnecessary personnel
- Lack of time to further ambitions
- Lack of connections in new area

THREATS

- Post COVID-19 procedures and protocols
- Potential of legislation being passed to prevent consultations because of insurance or pandemic avoidance

Goals Grid

Goal: Obtain one new client connection helping them to reach a total of 5 new patients in 2020

Public: Hospitals in the Lacrosse, Rochester and Madison areas

Resources: Partnerships with oncology departments and physics departments

Values: To provide the best possible care for their patients

Message: We strive to provide patient care to the best of our abilities by using constant learning and medical innovation to build treatment plans

Media: Emails to oncology heads about the background of the main physicists and the help they can provide, hospital visits as a team to pitch their business to oncologists, informational videos

Tactics

- Social Media: Facebook and YouTube
- Community Groups: face to face meetings and speeches

Goal: Obtain one new client connection helping them to reach a total of 5 new patients in 2020

Objective 1- Obtain one new client

Strategies- Increase online awareness

Tactic 1- Build a website

Tactic 2- Build a LinkedIn and Facebook page

Objective 2- Obtain 5 new patients

Strategies- Build a positive and Cohesive relationship with clients

Tactic 1- Respect opinions of other faculty and collaborate effectively

Tactic 2- Bring in the best collaborator for the job

Measuring Relationships

Trust

Do you feel that VAPR Consulting treats all patients fairly and equally? Why or why not?

Satisfaction

Do you feel that VAPR Consulting increased the probability of a positive treatment outcome?
Please explain

Control Mutuality

Do you believe VAPR Consulting respected your treatment opinions and collaborated effectively?