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JMC 3423-900

Client Speech

Planning Outline:

Name of client/project: Neighborhood Walk-In Medical Clinic Urgent Care

1. Problem to be solved [i.e. Relationship-building, communication, event-oriented]

To create a speech that outlines key points for Neighborhood Urgent Care’s owners that answers possible patient questions, is still engaging and natural sounding.

1. Public relations goal (s) [3As-Awareness, Attitude and/or Action]

The goal is to bring awareness about Neighborhood Urgent Care’s quick service, great staff and family owned urgent care. If customers know their background, the personal touch could encourage more business. This speech would be told at their Healthy Kid’s Fair event.

1. Describe target public(s) according to behaviors and attitudes

My target publics is anyone who was at the Healthy Kid’s Fair event and any of Neighborhood Urgent Care’s social media followers because I can post it on their social medias.

1. Strategic appeals to be used [Facts? Ideals and big ideas? Emotions?]

The strategic appeals used is emotions about Neighborhood Urgent Care’s three main values and how running a business has been rewarding for Jess Roy and Ahmad Dirwalli.

1. Key message(s)

“Neighborhood Walk-In Medical Clinic Urgent Care constantly strives to provide you with the highest degree of medical care, personal excellence and efficiency.”

1. Potential Communication Channels [how would you distribute this message?]

This message will be distributed through a speech spoken at their Healthy Kid’s Fair event, also posted on Facebook and other social medias.

1. Why does this message matter to the people you are trying to reach?

This message matters to their customers because it gives the owners of the urgent care a humanistic effect, thus making them more approachable.

Key Message:

1. Client Description:

Neighborhood Walk-In Medical Clinic Urgent Care is a family owned urgent care based in Tulsa, Okla. that maintains high quality, efficiency and a positive experience for the patient.

1. Empathy Hack:

Neighborhood Walk-In Medical Clinic Urgent Care’s mission is to exhibit our essential core values of high quality medical care, personal excellence and efficiency to form the foundation of relationships with our patients and one another at all times.

Our Mission:

Neighborhood Walk-In Medical Clinic Urgent Care is a family owned urgent care based in Tulsa, Okla. with a mission to exhibit their essential core values of high quality medical care, personal excellence and efficiency to form relationships with their patients and staff. Plain and simple, Neighborhood Urgent Care cares about efficiency and relationships.

1. Plan

Key Message: To outline Neighborhood’s efficiency, friendly staff and family owned urgent care.

* Maybe cut out the self-promo of Neighborhood and instead do why to be healthy…
* Thank everyone for coming
  + Couldn’t have happened without help of our awesome staff
  + Eating healthy is essential for a healthy life
  + Moderation is important
    - Story about how it’s hard to be healthy all the time
  + Educating yourself on healthy habits is the most important thing

Event: Healthy Kid’s Fair – Neighborhood Urgent Care is putting on an event that focuses on teaching healthy eating habits to Girl Scouts and Boy Scouts around the Tulsa area to encourage a healthy lifestyle.

Outline

* Hello I’m Dr. Roy, welcome to Neighborhood Urgent Care
* Thank everyone for coming
* Couldn’t have happened without help of our awesome staff
  + Eating healthy is essential for a healthy life
  + Moderation is important
    - Story about how it’s hard to be healthy all the time
  + Educating yourself on healthy habits is the most important thing
* Please enjoy some snacks and music
* Neighborhood staff will take everyone’s blood pressure, oxygen levels and blood sugar levels to teach about nutritional health, ideal weights and vitals
* If you have any more questions about nutritional health or want to learn more, visit our website.
  + Talk to Neighborhood about creating a flyer for an easy, readable flyer about healthy eating habits

1. Brainstorm Visuals

* Flyer about healthy foods – what’s on their plate
* What to eat at fast food restaurants
* Flyer about fun ways to stay active
* Three easy kid friendly recipes
* What to eat instead of junk food
* Benefits of healthy eating and growing bodies

Final Draft:

Hello, I’m Dr. Jess Roy. Welcome to Neighborhood Urgent Care.

We’re so glad you’re here for our Healthy Kids Fair. Thank you for coming, especially Girl Scout Troop 123 and Boy Scout Troop 324. We’re happy to be hosting everyone and learn about healthy lifestyles together.

Before we start, please help me give a huge round of applause to my amazing staff for helping me prepare everything. I’m thankful for their support and am lucky they put up with me! Without your help, this fair wouldn’t have worked. And to my wife, Leigh, thank you for your constant dedication and help to Neighborhood. I love you.

So,

Eating healthy is the foundation for a healthy life. That sounds a little scary but it’s actually pretty easy. Once you get the hang of healthy eating, it can be fun! Little changes in your diet and lifestyle choices make a difference to a strong body and life.

What’s everyone’s favorite food? Probably pizza? Pasta? Hamburgers?

Junk food is all right in moderation. Does anyone know what moderation means? Right, it means it’s okay to eat pizza and hamburgers once or twice a week but lean meats like chicken breast and sautéed veggies are a better option. Consuming healthier meals like will make you feel energized and ready for the day. Your body will also thank you. Whenever I eat the whole carton of ice cream instead of just a bowl, I’m not practicing moderation and it hurts my stomach.

Educating yourself on healthy eating habits is the most important thing. Since you’re already here, you’re ahead of the game. Now go teach others the skills learned today at the fair.

We’ve organized a couple activities for everyone to participate in about healthy eating habits. Our awesome staff will take blood pressure levels, oxygen levels and blood sugar levels. Learning about your levels help educate about nutritional health, ideal weights and vitals.

Please feel free to eat some snacks during.

If you have any more questions about nutritional health or want to learn more, visit Neighborhood Walk-In Medical Clinic Urgent Care’s Facebook page. We have a bunch of fun easy to read handouts about healthy food guides, recipes and more.

Let’s get this fair started!