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Deck

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 deck 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 deck would be shown 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 deck and explained by a staff member of Neighborhood 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.

Plan

1. Photo of the staff
2. What’s on the plate – healthy
3. What to eat at fast food restaurants
4. Flyer about fun ways to stay active
5. Three easy kid friendly recipes
6. What to eat instead of junk food
7. Benefits of healthy eating and growing bodies
8. Neighborhood Walk-In Facebook Page

Like their Facebook page