



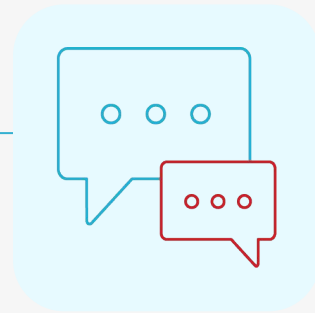
Media training for AADSM Qualified Dentists

Moving minds in healthcare for

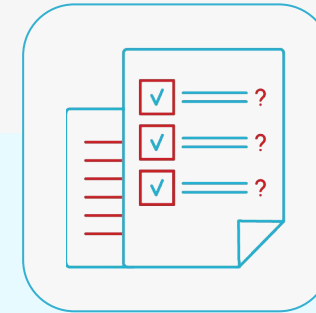


Creating key messages

Consider your audience



As an interviewee,
your primary goal
is to communicate
your key
message(s).



Each question in
an interview is an
opportunity to
deliver your key
message(s).

“

What questions do you have for my answers?”

— Henry Kissinger

Creating key messages

- The reporter is your immediate audience but remember you are talking *through* the reporter to the readers / viewers / listeners.
- Your choice of language will depend on the audience's level of knowledge (WSJ vs. Modern Healthcare).
- Avoid jargon whenever you can or explain technical terms you use.



“

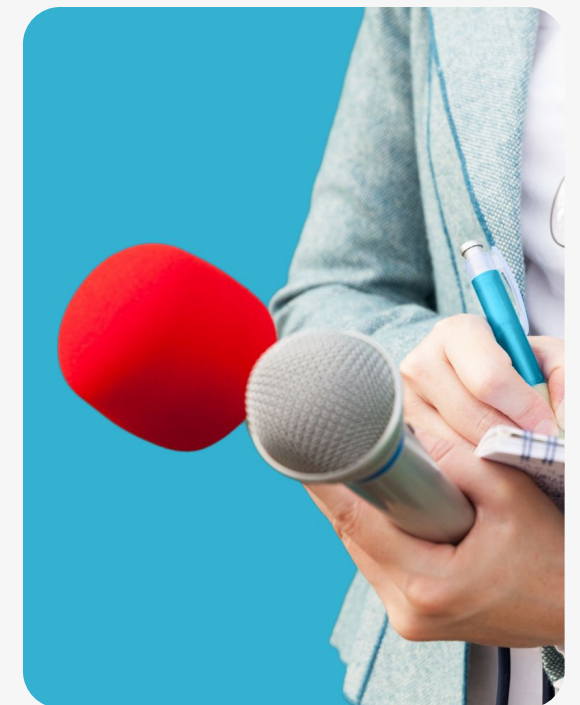
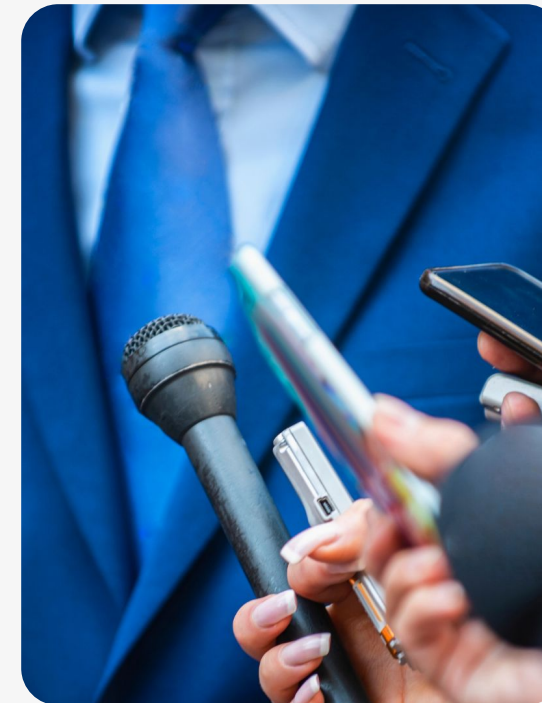
It usually takes me three weeks to prepare a good impromptu speech.”

— Mark Twain

Creating key messages

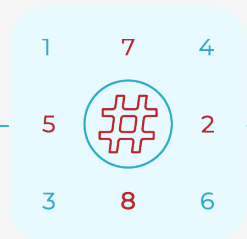
You should be able to tell any story with **three key messages**.

- People remember things in threes: be clear, concise, compelling.
- If everything is important, nothing is important.
- You can repeat your messages throughout the interview: repetition = retention.



Creating key messages

Use **proof points** to support each message. Proof points are the evidence you are who you say you are. They are the **facts and data** — history, rankings, achievements, testimonials, awards, and events — that prove that your claims are true.



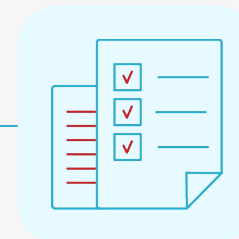
Numbers are key

Even if you cannot release certain figures, you can use statistics that are already public, such as third-party sources.



A human element is memorable

Patient examples bring the story to life by adding a tangible impact.



Have multiple proof points

When repeating a key message, use a different proof point each time to validate your claim.



Use quotable language

Reporters listen for quotable language — one or two quotes that will help tell the story.

Creating key messages



Be quote-worthy.

Be a voice, not an echo.

Say something memorable. A quote should reveal something interesting, emphasize a point, or offer a contrarian opinion.

Leave the yoga babble behind.

Avoid using meaningless corporate buzzwords like “synergy” and “customer centric.” Instead use descriptive words that resonate with your target audience and add value to your message.

Use analogies, anecdotes, and metaphors.

Easy-to-understand parallels are a fantastic way to explain something, especially the more technical topics that are common in health tech.

Evoke emotion and grab attention.

Avoid dry, academic-sounding stats and numbers. When appropriate, offering a witty or clever line is always more quotable than dull facts and figures.

Show your personality.

Be conversational and decisive about where you stand and what you believe in. No one should ever finish reading an article and wonder what you think.

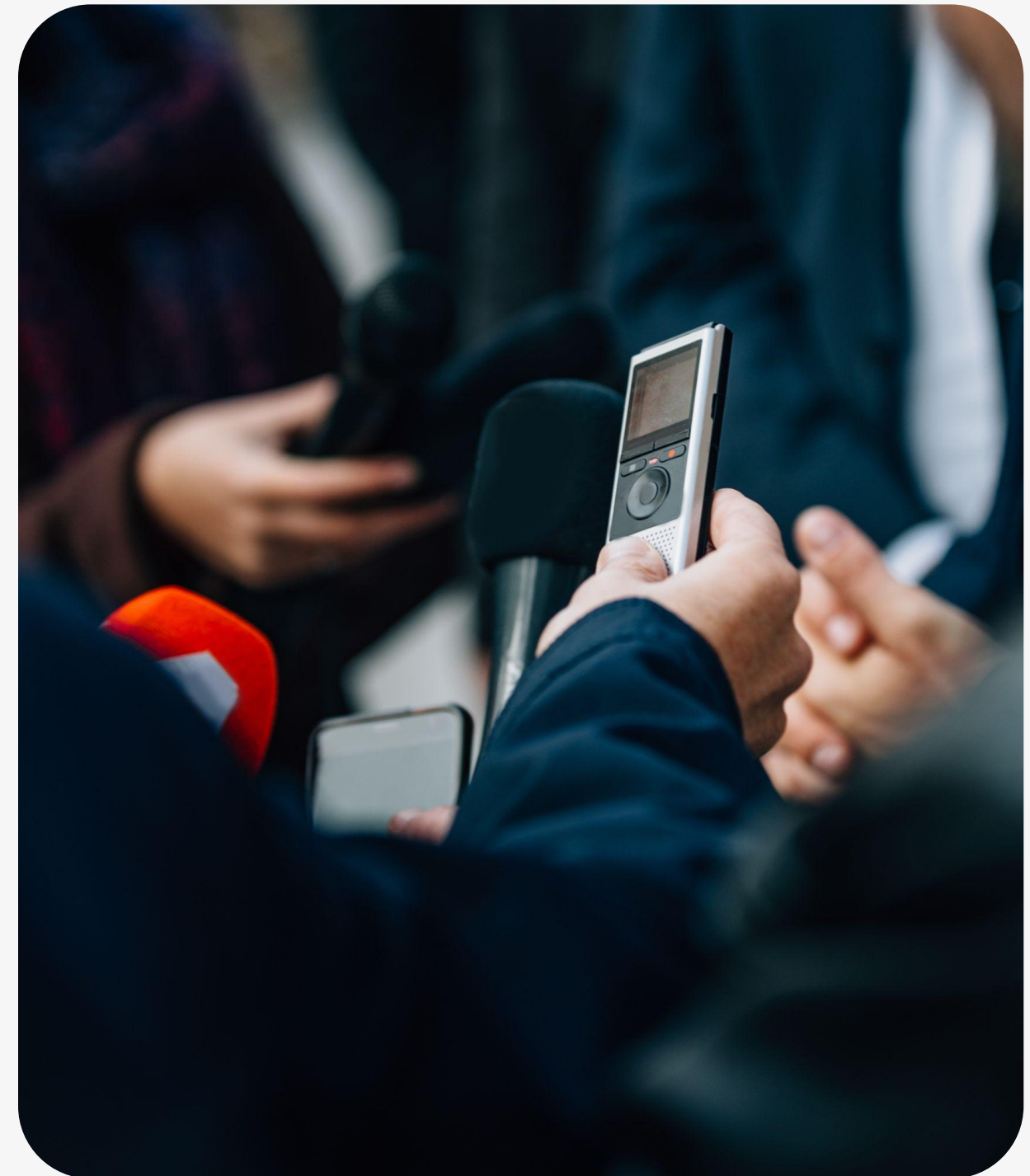
Avoid sales lingo.

Journalists are not an extension of your sales team; their goal is to tell a story, **not** influence a purchase decision.

Creating key messages

Quote-worthy example:

- Shortly after the September 11th terrorist attacks, then President George W. Bush famously assured senators, *“When I take action, I’m not going to fire a \$2 million missile at a \$10 empty tent and hit a camel in the butt. It’s going to be decisive.”*
- Too often, a watered-down, lawyer-approved version of the same message is delivered instead. No editor wants to print, *“I plan to consult with the US military and use appropriate force.”*



Interview tips

Interview tips

- Speak clearly.
- Connect with reporters: make eye contact, shake hands, thank them for their time.
- Always address one question at a time.
- It's ok to briefly pause and collect your thoughts before answering.
- Have water on hand.
- A simple “yes” or “no” can be your answer.
- Do not be defensive or argumentative. Bridge.
- Nothing is off the record. Small talk can still be used in an interview.
- Silence your cell phone and eliminate other distractions.
- Never say, “No comment.” This implies guilt.
- Don't speculate or guess. If you don't know the answer to a question, state that. Then promise to find the answer and follow up.

“

Never look at the camera unless you are pleading for the return of a missing child.”

— Amy Roberts, Vice President of Communication and Client Services at KNB Communications

Dos and Don'ts

Interview dos and don'ts

Dos

- Respect deadlines.
- Schedule interviews when you have a block of time available.
- Come prepared.
- Be flexible and accommodating.

Don'ts

- Cancel or attempt to reschedule (unless it's an emergency)
- Request to see, review, or approve article before it's published.
- Request edits after article is published (unless something is factually incorrect).
- Ask for questions in advance.
- Invite additional people to the interview.

Bridging to control the flow

Bridging to control the flow

Address or acknowledge the question, then transition to your message.

Here's how:

Reporter: “Isn't it true that all oral appliances are the same and people who snore can just get one over the counter, they really don't need the hassle of seeing a dentist?”

You: “No. not all oral appliances are created equal. For patient comfort, safety, and optimal results, it's essential to have a proper screening with a Qualified Dentist to develop a personalized treatment plan for a custom-fit appliance.”

Common bridge transitions:

What's especially important is...

What you might not know is...

The bottom line is...

Let me put this in perspective...

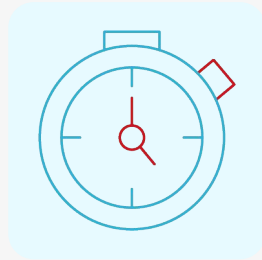
On the other hand...

What this means is...

To the contrary...

Journalistic personalities

Journalistic personalities

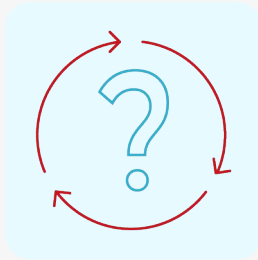


The rapid-fire interviewer

Will ask several questions at once.

How to respond:

- Always answer one question at a time.
- Clarify which question you are answering.
- Don't be afraid to ask the reporter to repeat any of the questions they've asked.



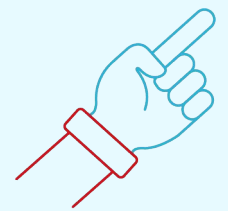
The repeater

When you don't give the reporter the answer they are looking for, they might ask it again in a different way hoping for a response. This is usually to confirm a bias or get someone on record that supports the premise of their story.

How to respond:

- Be clear you've already provided as much information as you can.
- Stay on message.

Journalistic personalities



The accuser

Some reporters will focus on an issue by beginning their questioning with an accusation.

This type of questioning can put you on the defensive from the beginning and make you seem angry. It's a tactic often used when a reporter has an agenda.

How to respond:

- Address the accusation calmly, then bridge to one of your key messages



The unprepared reporter

Represents both a problem and an opportunity

The problem is that they aren't sure what questions to ask.

The opportunity is that it allows the interviewee to shape the story.

How to respond:

- Bridge from the journalist's under-developed questions to your messages and proof points.

Thank you!