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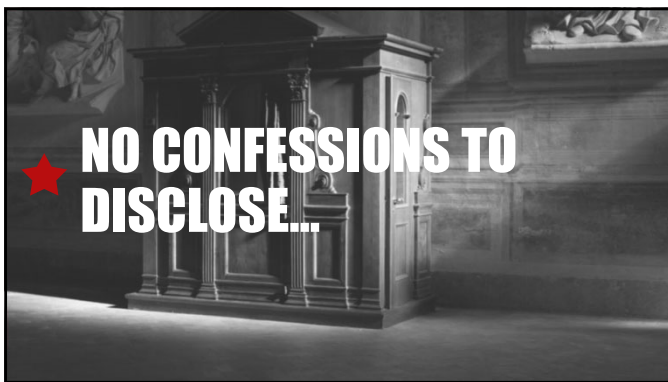
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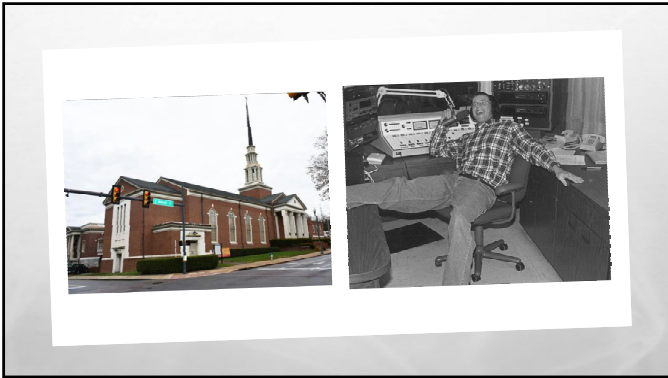
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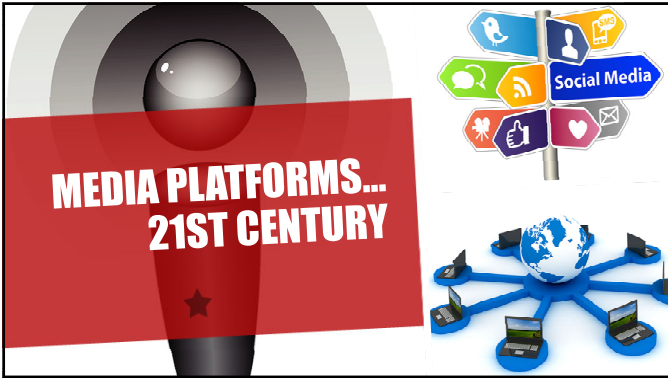
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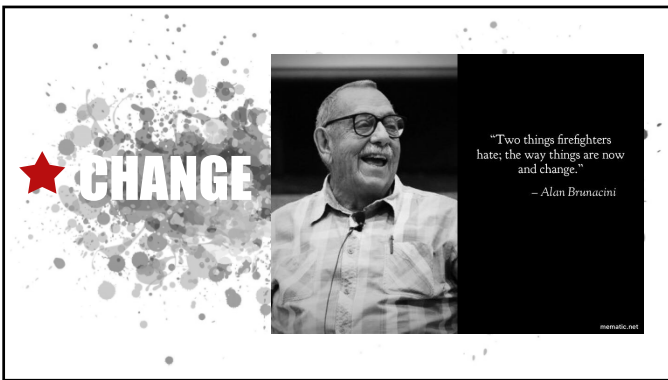
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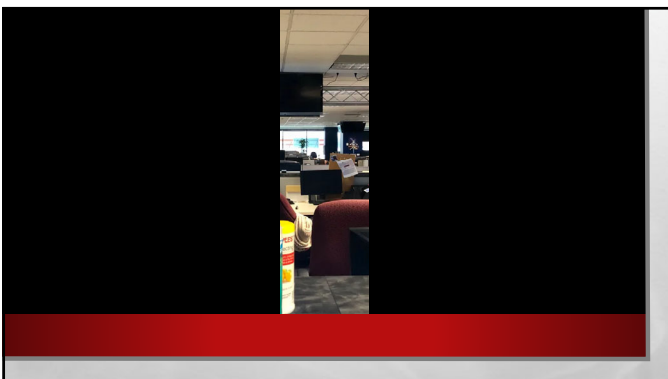
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## BEING THE SPOKESPERSON...

- KNOW THE PURPOSE...AVOID BEING A TARGET
- KNOW THE PLATFORM
- BE AVAILABLE
- GIVE THEM THE "HEADLINE"
- BE "SMART" BUT NOT "MEDICAL"

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## BEING THE SPOKESPERSON...

- CLEARLY DEFINE "OFF" OR "ON" RECORD IF INDICATED
- GET PERMISSIONS...WHO ARE YOUR SPEAKING FOR
- BE RESPONSIVE
- BE RELATABLE
- DON'T READ THE COMMENTS

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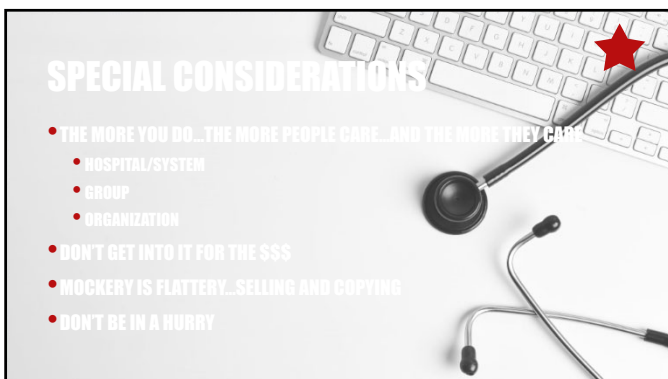
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## SPECIAL CONSIDERATIONS

- THE MORE YOU DO...THE MORE PEOPLE CARE...AND THE MORE THEY CARE
  - HOSPITAL/SYSTEM
  - GROUP
  - ORGANIZATION
- DON'T GET INTO IT FOR THE \$\$\$
- MOCKERY IS FLATTERY...SELLING AND COPYING
- DON'T BE IN A HURRY

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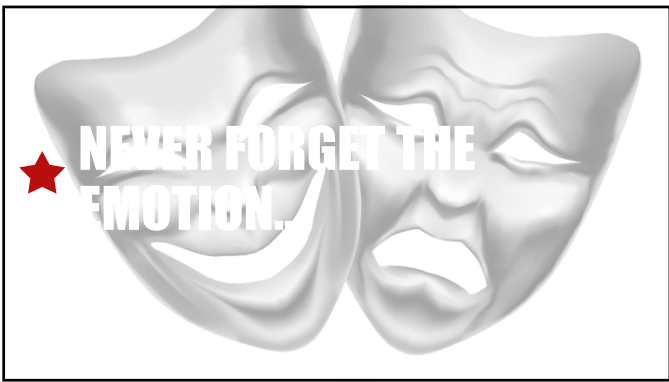
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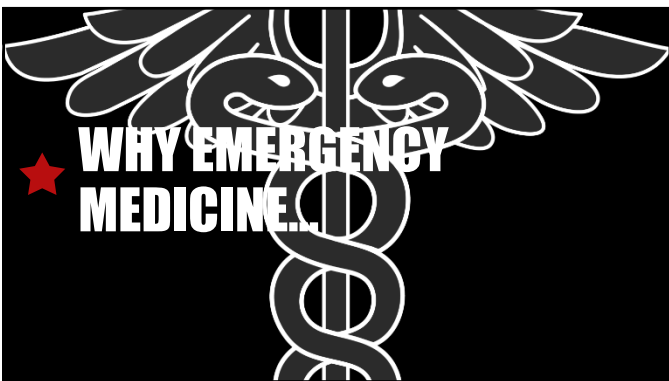
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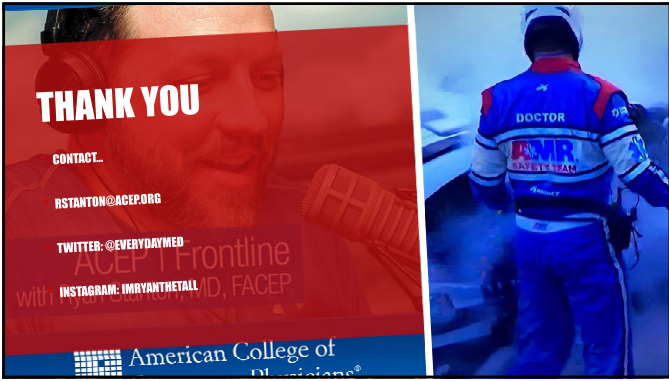
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