



CASE STUDY

Healthcare Reputation Content Program

Healthcare communications / editorial planning / earned media

Context

A large medical diagnostics network with a nationwide presence in Ukraine needed to improve media visibility and rebuild B2C reputation during an ongoing business and communications crisis. Before the crisis, the company had kept a relatively low public profile.



Objective

Create a consistent media presence, support trust recovery, and publish useful medical information without sounding defensive or promotional. The content had to work for potential clients and healthcare-industry partners while meeting professional medical-review standards.

Healthcare Reputation Content Program

My contribution

- Planned and managed a monthly editorial calendar of four to five news and feature articles
- Researched developments in diagnostics, healthcare business, and public-interest health topics
- Developed distinct content angles for potential clients and healthcare-industry partners
- Identified timely, newsworthy stories suitable for earned-media coverage
- Interviewed medical experts and translated specialist knowledge into clear, accessible content
- Wrote research-backed articles and coordinated review by a medical professional

Results

- Established regular media visibility for a company previously covered mainly through the crisis
- Produced four to five approved media articles per month
- Drafts required only minor corrections during professional medical review
- One story idea resulted in coverage in Forbes Ukraine