

**The Goal:**

CME LLC is a leading provider of accredited continuing medical education programs, offering high-quality information and educational resources for primary care physicians, psychiatrists, neurologists, nurses, pharmacists and other healthcare professionals. CME produces a variety of conferences, multimedia home-study products and Web sites and is the sponsor of the *U.S. Psychiatric & Mental Health Congress* and the *Issues in Medicine U.S. Medical Congress, Conference & Exhibition*.

CME's significant growth, combined with heightened industry scrutiny around continuing medical education, generated the need for a more effective way to reach pharmaceutical manufactures and other potential commercial supporters. That's when they turned to the public relations pros at PReturn.

**The Deal:**

CME requested help to consistently communicate the company's industry leadership position and identity in the marketplace by raising its profile within influential healthcare marketing trade publications. As a starting point, PReturn staff focused aggressive media relations efforts on six priority trade publications, developed a compelling message platform and coordinated media training for CME spokespeople.

**The Outcome:**

PReturn staff successfully elevated brand awareness and visibility within the target list of industry publications, implemented a corporate messaging platform that was adopted for use across multiple external communication channels, executed a targeted media relations program and ensured corporate spokespeople were media trained and prepared to excel during media opportunities.

**The Tools:**

- Bylined articles
- Cooperative surveys
- Consistent, compelling messages
- Industry commentaries
- News
- Persistence!

**The Results:**

Through a collaborative campaign of media relations and message development, all goals were met. CME strengthened its industry reputation. Its presence within both the trade and consumer media increased dramatically, and CME began receiving recognition as sponsor of two of the largest CME congresses in the nation. PReturn staff generated news coverage of trade shows and conferences that included national, regional and local news outlets, while securing featured industry speaking opportunities and positive coverage in clinical newsletters and industry Web sites.

**Select Media Placements & Speaking Opportunities:**



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**BOTTOM LINE MARKETING.**

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