DIGITAL PR

Most hospital PR produces clippings, not links

Give journalists something worth citing, on a page you own, and measure links and rankings, not coverage.

Swipe →

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TWO OUTCOMES

A mention and a link need different raw material

MENTION	Needs a spokesperson and a news hook
LINK	Needs a source: a dataset, method, chart or clear finding
REALITY	News desks link to sources far more readily than homepages
RULE	Build the destination page before the pitch goes out

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WHAT EARNS LINKS

Traits of stories desks actually cite

- ✔ New information, even modest in scale
- ✔ Local relevance: this city, this state, this community
- ✔ One or two careful claims, limits explained
- ✔ A named, qualified doctor to put it in context
- ✔ A useful page with full findings and method

None of them is about the hospital itself.

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DATA YOU CAN USE

No research department required

- Aggregated enquiry and booking patterns, non-clinical
  Which specialties, which months, after-hours, how far patients travel
- Google Trends: relative interest, never case numbers
- Surveys with the sample, method, dates and questions published
- Public datasets read at city or district level

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FOUR GATES

Clear these before anything is pitched

1. Privacy: aggregated, de-identified, small groups suppressed, DPDP sign-off
2. Clinical: a named clinician reviews every finding and sentence
3. Research: clinical records or research-like work goes to ethics first
4. Advertising: release and page within NMC and ASCI rules

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THE PAGE

Build the page journalists will link to

- Plain-language summary in two or three sentences
- Each finding short, quotable, with its limit
- Charts with labels and a text description
- Method, named clinical reviewer, press contact
- Links on to specialty and doctor pages

Protect the URL through every redesign with permanent redirects.

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AVOID

Where data-led PR goes wrong

- Turning enquiries rose into cases rose
- A few dozen responses sold as a city-wide finding
- Three paragraphs about the new wing, cut with the link
- Pitching before the page is live
- Paying for placements with ranking links. Google calls it spam

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EARNED STAYS EARNED

"

Put the source URL in the release next to the finding. Never offer anything in return, and never insist on anchor text.

Where a story ran without a link, ask politely once whether the source can be linked for readers.

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MEASURE QUARTERLY

Outcomes that outlast the news week

- Links earned to the page and to doctor pages, by publication
- Referral visits and onward visits to specialty pages
- Rankings and organic entrances for linked pages
- Branded and doctor-name search interest
- Whether AI assistants begin to cite the finding

Clipping counts and advertising-value equivalents do not belong in this report.

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READ THE FULL GUIDE

Digital PR as a link engine, in full

- Four story angles that suit hospitals
- One data-led campaign, ten steps
- What Google's spam policy says about paid links
- gauravphogat.com/digital-pr-as-a-link-engine-for-hospitals

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