

Dr. Randy Tobler, Bud Wilson, Jessica Kliethermes & Alisa Kigar

Category: (14A) Media Relations Activity or Program – Small/Rural Hospital

Scotland County Hospital

Title of Project: "Healthy U Radio Show"

OVERVIEW:

Scotland County Hospital is a 25-bed Critical Access Hospital in Memphis, Missouri. It is the only hospital in the First Legislative District of Missouri which is the remote, far northeast corner of the state. The Hospital serves four counties with a population base of nearly 21,000 and operates three rural health clinics in three counties.

STATEMENT OF OPPORTUNITY:

The Hospital employs Randy Tobler, MD, and he has an extensive background in radio and television broadcasting. Besides being a well-respected OB/GYN, Dr. Tobler produces two syndicated radio programs each week for the St. Louis market as well as the local *Healthy U Radio Show* in Memphis. Disseminating eclectic and credible health information in a humorous and relaxed style is one of his greatest passions. The *Healthy U Radio Show* is a live radio program that is produced solely by the Scotland County Hospital and airs every Tuesday at 10:06 a.m. from the local radio station in Memphis, MO, KMEM 100.5 FM. The program is a nearly one hour health topic radio show that covers all aspects of modern health: prevention, treatment, research and more. Each week, show host, Randy Tobler, MD, and his guests break down the issues so listeners can become and remain their healthiest and be a better informed patient.

PROJECT GOALS & OBJECTIVES:

The goal of the *Healthy U Radio Show* is to engage in mass media communication of the latest research, development, breakthroughs and treatment of modern medicine and how it impacts today's healthcare consumers. The objective is to provide practical, easy-to-understand, honest health information on common health problems and the latest health care developments. *Healthy U Radio Show* brings listeners the latest health and medical news and information from leading medical and health experts as well as physicians, staff & specialists from Scotland County Hospital. The host and staff strive to engage the audience in an entertaining and less rigid format than traditional "medical shows". Listeners are encouraged to call in and ask questions of the guest and hosts and learn more about the latest news & information on health and well-being from doctors, authors, researchers and even patients.

AUDIENCE:

The general listening audience is the KMEM 100.5 FM radio coverage area (northeast Missouri & southeast Iowa).

REASONS FOR CHOOSING THIS FORMAT:

Dr. Tobler is the local OB/GYN at Scotland County Hospital and has a great rapport with the Hospital's physicians and staff and his patients, as well as a vast list of expert medical contacts from his many years of practicing medicine in St. Louis. The *Healthy U Radio Show* showcases Dr. Tobler's broadcasting & live radio talents and reinforces the Hospital's & physician's popularity in the community. The live radio show format builds on the Hospital's commitments to helping people develop healthy lifestyles and/or manage their existing medical conditions. The content typically includes highlights from the health news world as well as updates on hospital and other local healthcare events. The format then transitions to a particular focus topic. Some repeat guests that are popular with the listeners include 'Dr. Gourmet' – Tim Harlan, MD; experts from the CDC; Dr. Jan Chozen-Bay from The Center for Mindful Eating, and local family practice doctors from Scotland County Hospital.

FREQUENCY:

Every Tuesday at 10 a.m. - "No Co-Pay, No Deductible! It's Dr. T - Tuesdays @ Ten!"

COST PER PIECE:

The show is produced by the Hospital's Public Relations Department. The staff spends approximately 2 – 3 hours weekly producing & airing the show, while the Hospital pays \$50 a week to 'rent' the local radio studio for one hour to air the live show on Tuesdays.

IMPLEMENTATION:

Public Relations Department keeps the Hospital website link "Radio Show" updated with information for the upcoming week's show and post-show links to guests' sites or other 'must-have' facts from show content. Additionally, there is a generic radio spot on KMEM that runs throughout the week with information about Healthy U, sponsored by Scotland County Hospital and the tag-line: "No Co-Pay, No Deductible! It's Dr. T - Tuesdays @ Ten!"

WHAT PORTIONS OF THE ENTRY WERE CREATED INTERNALLY/EXTERNALLY?

All components of the *Healthy U Radio Show* are produced by SCH Public Relations staff & Dr. Randy Tobler. KMEM Radio staff produced the generic radio spot at no cost for production or distribution.

RESULTS & EVALUATION:

The show often entertains several listener call-in questions. Furthermore, Dr. Tobler often relates that his patients, hospital patrons/visitors and residents of the area stop him to discuss some aspect of a recent radio show. For these reasons, radio show producers, Dr. Tobler and the Hospital administration believe that the audience that is listening is receiving a benefit from the health information disseminated through the show.