

# Sandy Van

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## Objective

To help medical centers and biotech research institutes improve image, build brand loyalty and increase consumer awareness on a local or national scale through consulting services in media relations and marketing communications.

## Experience

May 1991 – Present | [Public Relations Pacific, LLC](#) | Waianae, Hawaii

Media relations consultant; news release writing and pitching; newsletter development (copywriting and design); advertising (strategic and creative); internal and external communications.

### CEDARS-SINAI

Since 1998, PR Pacific has served as the public relations agency of record for Cedars-Sinai Medical Center, one of the largest nonprofit, private health systems in the western United States.

### Accomplishments

#### *Strategic Media Relations:*

- Developed and implemented a proactive media relations program that resulted in a doubling of media placements during the first fiscal year and an additional 62.7 percent increase during the second. Since that time, and with additional contributions from medical center staff, the media stories for this health system have increased steadily, with 2014 seeing nearly [14,000 print, broadcast and electronic media placements](#).
- Developed and maintained effective news release distribution systems that utilized emerging technologies. These included an Internet-based newswire, highly targeted email pitches and relevant social media posts/tweets.
- Developed and maintained highly-targeted science, medicine and health care media contacts at the local, regional and national levels (trade and consumer publications).
- Developed and maintained social media contacts for story pitching.
- Managed scheduling and targeted distribution of all [department news releases](#).
- Triaged media inquiries and coordinated appropriate interviews for physicians and researchers.
- Identified and successfully pitched appropriate [human interest patient features](#) that highlighted the client's capabilities and helped elevate awareness of key service lines, primarily in the areas of cardiology and neuroscience.
- Translated research findings published in peer-reviewed scientific journals into lay-friendly [news releases and media pitches](#).

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- Worked effectively with internal review systems to ensure accuracy and compliance at all levels. Review processes included principal investigators, physicians, Internal Review Board (IRB), Research Institute, Legal, and more, depending on the type of advisory or release in development.
- Ghost-wrote bylined articles and blogs for review and sign-off by physicians and researchers.
- Drafted talking points for interviews and provided pre-interview prep when needed.
- Helped coordinate [b-roll and video projects](#) for use on the client's website and for media outlets. This included developing questions designed to provide the physician or interviewee an opportunity to focus on the institution's key message points.
- Developed highly effective monthly tip sheet or "roundup" of story ideas and provided to select reporters along with hyperlinks to expanded information.

## **Media Monitoring and Results**

- Secured major media placements in virtually all major [U.S. print, broadcast and electronic media outlets](#) including: Time magazine; U.S. News & World Report; ABC Network News; NBC Network News; CNN; FNC, CBS Network News; Voice of America; "The Doctors" TV show; the Los Angeles Times; the New York Times, the BBC and more.
- Doubled media placements during the first fiscal year and saw an additional 62.7 percent increase during the second. Since that time, and with additional contributions from medical center staff, the media stories for this health system have increased steadily, with 2014 seeing nearly 14,000 print, broadcast and electronic media placements.
- Managed various media monitoring services to track and measure story placement (CisionPoint MediaSource, Bacon's, Burrelles, Vocus and TV Eyes, etc.).
- Quantified and qualified media placements and generated [client reports](#) as requested.
- Maintained archive of select media clips (print, electronic and broadcast).
- Maintained electronic archive of news releases, media advisories and tipsheets, etc.
- Developed weekly internal reports highlighting key media placements for the institution and providing hyperlinks to the full stories.

## **Internal Communications Support**

- Served as the department's Associated Press editor to ensure that news releases and media advisories complied with AP style.
- Wrote copy for multiple annual reports.
- Wrote [in-depth feature stories](#) for in-house publications.

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## **SOUTHERN CALIFORNIA HEALTHCARE NETWORK - 1992 – 1994**

**PR Pacific (then Van Communications) served as a media consultant for these three hospitals, which were then known as the Southern California Healthcare Network.**

### **Accomplishments**

- Coordinated participation in community health fairs and special events.
- Wrote and pitched news releases.
- Placed feature stories in local, regional and national media outlets, including Time magazine, national television network news shows and more.
- Developed newsletter copy for external direct-mail pieces.

## **GLENDALE ADVENTIST MEDICAL CENTER - 1989 – 1991**

**Community Relations Manager**

### **Accomplishments**

- Coordinated the medical center's participation in community health fairs and special events.
- Wrote and pitched news releases.
- Placed feature stories in local, regional and national media outlets.
- Oversaw development and production of quarterly and bimonthly external direct-mail pieces.
- Wrote copy for special reports.

## Education

1982 Walla Walla University, College Place, WA  
*Bachelor of Arts - Journalism*

## Other

I started networking with creative colleagues before virtual offices were in vogue – when the predecessors of personalized email addresses consisted of a set of fixed numbers and the transfer of documents was not a simple process. As the world continued to shrink, I maintained close working relationships with copywriting and design resources in other areas of the country to provide the quality and quantity of services a client may need. But despite the enormous advantages that wired and wireless technologies have given us, there's a lot to be said for face-to-face communication. To build and maintain strong relationships with doctors, researchers and administrators, regular onsite visits may be scheduled, depending on client preference.

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## Select Client Roster (past and present)

American Cancer Society - West Hawaii Unit	Simi Valley Hospital & Health Care Services
Adventist Health System	St. Helena Hospital & Health Center
Castle Medical Center	The Hawaii Consortium for Continuing Medical Education
Cedars-Sinai Medical Center	UCLA-Santa Monica Hospital
Glendale Adventist Medical Center	USC University Hospital
Glendale Memorial Hospital & Health Center	Valley Hospital
Hospice of Kona	White Memorial Medical Center
Kona Community Hospital	Windward Women's Care
Methodist Hospital	
North Hawaii Community Hospital	

## Awards

HPRMA Golden Advocate Award <i>Media Relations</i>	IABC Hawaii Award of Excellence <i>Graphic Design</i>
HPRMA Silver Advocate Award <i>Specialty Item</i>	IABC Hawaii Award of Excellence <i>Direct Mail Marketing</i>
PRSA-CIEC Polaris Award <i>Crisis Communications</i>	IABC Hawaii Award of Merit <i>News Release Writing</i>
PRSA-CIEC Polaris Award <i>Creative Writing</i>	American Cancer Society - West Hawai'i Unit <i>Graphic Design</i>
Health care Advertising <i>Crisis Communications</i>	