

# **Effective PR – The Power of Earned Media**



## EFFECTIVE PR - THE POWER OF EARNED MEDIA

- ❑ Understand the power of EARNED MEDIA for building your brand, where someone else – journalists, Influencers, Bloggers – vouch for your product or service. You should aspire to have more credible media outlets talking or writing positively about you and your brand.
- ❑ With more EARNED MEDIA, your brand will be found at the top of the page in Google Search results
- ❑ This TOOLKIT is for you if you earnestly want to have your business get more recognition, increase your SEO (Search Engine Optimization), so that potential customers will find you more easily online



## CORE ELEMENTS

1. **Key Messages:** Clearly defined, concise messages that communicate your unique value proposition and brand identity.

Identify key life changers that drive your personal/business brand story; Identify at least 3 Unique Selling Points that your brand/product/service can offer; Define your brand mission, vision, and values.



## This Weekend

FRIDAY, MAY 3, 2024

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THIS DAY  
WEEKLY MAGAZINE



### CHUKS CHIBUNDU

#### Leading Doctorcare247's Remarkable Partnership with Turkish Council to Expand Telehealth Access to Nigerians

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COVER

## CHUKS CHIBUNDU: Leading Doctorcare247's Remarkable Partnership with Turkish Council to Expand Telehealth Access to Nigerians

Chuks Chibundu is the Managing Director/CEO of DoctorCare247, easily the nation's leading tele-health platform enabling doctors and specialists to diagnose and treat patients remotely. **Chiemelie Ezeobi** writes on DoctorCare247's recent partnership with the Turkish Healthcare Travel Council (THTC) which allows Nigerians to access advanced medical diagnosis and treatment abroad through virtual consultations.

A new wave of innovation is transforming the healthcare industry in Nigeria. At the heart of this health, currently spearheaded by DoctorCare247, is an advanced tele-health platform enabling doctors and specialists to diagnose and treat patients remotely. DoctorCare247, just as its name suggests, is available for 24 hours every day, allowing geographical barriers, and connects patients with specialists across the country, regardless of location.

The digital era empowers patients with a wealth of information. DoctorCare247 platform provides access to leading expert medical doctors, specialists, hospital operations, and accurate rates. This transparency allows individuals to choose healthcare providers and destinations that best suit their needs. Telemedicine also streamlines pre and post-operative care for medical tourists. Virtual consultation facilitates discussions about treatment plans, address concerns, and provide timely follow-up care. This minimizes the need for extended hospital stays, ensuring a more convenient and cost-effective healthcare experience.

DoctorCare247 is led by Chuks Chibundu, an entrepreneur, expert digital strategist, a management expert, strategic design, digital marketing, and financial services, who is true to the position of Country Managing Director at distant back 1918 and Kowara Road.

In a revolutionary game-changing move for Nigerian seeking quality healthcare, Chuks Chibundu, CEO of DoctorCare247 recently led his firm to sign a partnership with the Turkish Healthcare Travel Council (THTC), which will allow Nigerians to access advanced medical diagnosis and treatment abroad through virtual consultation and telemedicine. The power of telemedicine, medical tourism. "This collaboration expands our healthcare offering and provides a more convenient access to high-quality medical care even if it's beyond our borders," explains Chibundu.

The convergence of digital health and medical tourism opens doors for patients seeking comprehensive healthcare solutions. Telemedicine facilitates geographical limitations, allowing Nigerians to connect with renowned medical specialists and healthcare professionals from the comfort of their homes. This virtual approach empowers patients to make informed decisions about their health.

A pivotal aspect of telehealth in medical tourism is the ability to obtain virtual second opinions. Patients can consult experts from advanced healthcare institutions worldwide. These consultations offer valuable insights into diagnosis, explore alternative treatment options, and build confidence in their chosen healthcare path. This virtual approach empowers patients to make informed decisions about their health.

Digital platforms connect patients with medical tourism journey. From initial inquiries with DoctorCare247 to post-treatment follow-ups with international hospitals, the platform ensures seamless communication and collaboration among healthcare professionals, travel agencies, and local service providers.

As digital health continues to evolve, patients can expect even more personalized, accessible, and patient-centric healthcare experiences. The evolving landscape is not just transforming the way healthcare is delivered, it's also transforming the way patients engage with their health.

By harnessing the power of technology to bridge the gap in healthcare access for Nigerians,



Chuks Chibundu (left) with the Founding Chairman of Global Healthcare Travel Council, Etem Çakmak, at the 6th Global Healthcare Travel Forum in Turkey, Republic of Northern Cyprus, recently

Chibundu said, "We believe that with continued innovation, Nigeria can harness the power to take control of their health decisions and access quality care, both locally and internationally. By harnessing the power of telemedicine, we can provide personalized, accessible, and patient-centric healthcare experiences. This evolving landscape not only transforms medical tourism but also revolutionizes how individuals worldwide engage with their health. The integration of digital health and medical tourism signals a promising future where patients can take control of their healthcare decisions confidently."

Chibundu's vision for DoctorCare247 underscores a commitment to innovation and excellence in healthcare delivery, paving the way for a brighter future where technology plays a central role in revolutionizing healthcare access and services in Nigeria. This is a testament to Chibundu's vision for DoctorCare247, a platform that empowers patients to take control of their health decisions confidently.

Long-term vision, limited space, and financial constraints often hinder the growth of medical tourism. DoctorCare247, in its partnership with the Turkish Healthcare Travel Council (THTC), is also taking advantage of healthcare tourism which is a rapidly growing industry that involves

individuals traveling across international borders to receive medical treatments, procedures, or healthcare services. This phenomenon has gained significant traction in recent years due to several driving factors. One primary reason for the rise of medical tourism is the disparity in medical costs between countries. Many individuals, especially those from developed nations with higher healthcare expenses, seek medical treatments in developing countries where the costs are significantly lower. This cost advantage can be substantial, even after factoring in travel expenses, making medical tourism an attractive option for those seeking quality care at a lower cost.

In addition to cost savings, medical tourism offers patients the opportunity to combine medical treatments with recreational activities or tourism experiences. Some destinations have strategically marketed themselves as medical tourism hubs, offering not only top-notch healthcare facilities but also attractive tourism packages that allow patients to recover in a relaxing and rejuvenating environment.

The availability of specialized treatments and cutting-edge medical technology in certain countries has also fueled the growth of medical tourism. Patients may travel to countries that boast the greatest medical facilities, such as cosmetic surgery, dentistry, fertility

"DoctorCare247's partnership with the Turkish Healthcare Travel Council (THTC) expands our healthcare offerings and provides Nigerians with convenient access to high-quality medical care, even if it's beyond our borders."

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telemedicine, or alternative therapies, to receive high-quality care that may not be readily available or as advanced in their home countries.

In June, the DoctorCare247 partnership with Turkish Healthcare Travel Council (THTC), Chuks Chibundu led a team of DoctorCare247 staff to participate at the recently held 6th Global Healthcare Travel Forum and Conference in the Turkish Republic of Northern Cyprus.

Amongst other intervention programmes, the DoctorCare247 team, headed from Etem Çakmak, the Founding Chairman of the Global Healthcare Travel Council and President of the Turkish Healthcare Tourism Development Council, about 1,000+ representatives from various international global healthcare travel destinations, which has particularly offers Nigerians an opportunity to benefit from.

Over the past two decades, Turkey has invested heavily in its healthcare infrastructure, attracting more than 800,000 medical tourists annually. This investment has enabled the country to offer world-class medical services including orthopedics, cardiology, dermatology, gastroenterology, oncology, and its vast robotic surgery, as well as its advanced fertility treatments and organ transplantation procedures.

Moreover, Turkey boasts a highly skilled medical workforce, with over 15,000 doctors who have graduated from Turkish and Islamic medical universities. This pool of talented healthcare professionals, combined with state-of-the-art facilities, has positioned Turkey as a formidable player in the global healthcare travel market.

Turkey's success in healthcare tourism can be attributed to the convergence of several factors, including its strategic location, advanced medical infrastructure, geographical advantages, and skilled healthcare professionals. These factors have made the country an attractive destination for various healthcare travel segments, such as medical tourism, wellness, spa, and bariatric, sports medicine, retirement, and aesthetic tourism.

The Turkish government has played a crucial role in facilitating the growth of the healthcare tourism industry. The Ministry of Health has established a dedicated department to monitor the convergence of medical tourism and healthcare services, and maintain pricing transparency for medical tourism services. Additionally, many private hospitals in Turkey have obtained accreditation from international agencies such as the Joint Commission International (JCI), THCA, and the Turkish Healthcare Travel Accreditation Council, further enhancing the sector's credibility and quality assurance.

Like Turkey, Nigeria must prioritize investments in its healthcare infrastructure, including advanced medical technologies and the recruitment of medical professionals. Upgrading hospitals with state-of-the-art facilities is crucial in attracting patients seeking advanced medical care. This will not only improve the quality of healthcare services for Nigerians but also position the country as a competitive medical tourism destination.

But as Chuks Chibundu led DoctorCare247 departs its partnership with Turkish Healthcare Travel Council, Nigerians seeking quality healthcare services can now access advanced medical diagnosis and treatment through virtual consultations, thus exemplifying the power of telehealth in medical tourism.



## FRIDAY, NOVEMBER 10, 2023

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## JANE KIMEMIA: The Amazon Promoting Long-term Savings through Investment Immigration

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## This Weekend



## JANE KIMEMIA: The Amazon Promoting Long-term Savings through Investment Immigration

Ms. Jane Kimemia is the Managing Director/CEO of Optiva Capital Partners Limited, a leading Investment Immigration Wealth Management Company committed to support Nigerians save on global investment opportunities. **SUNDAY EHIAGATOR** writes on Kimemia's thought-provoking leadership nuggets for women, and the company's mission to optimise wealth for clients

**A** successful professional and entrepreneur who has devoted a lot of time and energy into getting where she is today, Jane Kilmeria

The remarkably inspiring speech, delivered on a rainy terrace, was apt to make enduring marks in their career progression to learn to move from "success to significance" involved a transformation evident from the fully packed

For starters, Mr. Karamia, who has been in the financial services sector for over two decades, had worked for two international banks, Citicorp Bank and Standard Chartered, for a combined 20 years, rising up to Executive Director at Standard Chartered Bank in charge of wealth management services, foreign exchange and more insurance services for a while longer.

An authentic business leader who has shown remarkable consistency and courage through her character and holding onto the true values and qualities that define her, Kinnaman's message as a speaker at the WOMBiz event truly resonated with the audience.

Drawing from her personal experience of transitioning from over two decades of successful career in financial services to entrepreneurship, she

According to her, every woman at any transition stage should define "what are you going to be doing as you talk about transition, what are you known for? What I have found true is to stay true to who you are, stay on your lane, find your area of service that is chosen, not chosen for you, and to lead."

Citing the growth trajectory of Octava Capital Partners, Mr. Klement stated that "Back in October, I remember sitting together with the

chairman in 2017, and the company was just about 15 people, and we drew on some music papers, and the ambition was to get to 45 staff members, and that sounded so huge. But our chairman

In his words, "be contented about your what, because it keeps you motivated."

Another advice she advised women on in their career journey is to "stay positive, look at the possibilities and define them, and be very clear about this, and also be realistic. You need to have the courage, the confidence, you need to show the courage, you need

to have that reason that keeps you going because times are going to be tough. You need to be told that it is not going to be one summer or another."

Kennedy's diatribes offered some suggestions on how to always stay the course. According to her, "compare, be so concerned about your course, be passionate about your course, your aim of service that you will do it for free. Find the passion and the energy that is aligned to who you are."

She also admonished her fellow women in management and leadership, at the trail,

attached holiday outfit to "prepare to be lonely. Time will come that you don't belong in where you are standing from, and you don't belong to where you are headed to, you are somewhere in between. Try and clothe your journey because if you are not careful you can lose your life facing the back saying I used to be this. Many people are held back by

the past, the glory of the  
portrayers. You have to  
make the distinction  
with your past which  
serves you but be  
careful to make  
the distinction.  
What got you  
here to appreciate

As CEO of a leading investment immigration wealth firm, she is responsible for the success of her clients' investments. She is also a frequent speaker at industry conferences and a sought-after author.



**"Stay positive, look at the possibilities and define them, and be very clear about that, and also be realistic. You need to have the courage, the resilience, you need to stay the course, you need to have that reason that keeps you going because times are going to be tough. You need to be real that it is not going to be one success to another."**

company. Kanaris is also driving attention on the road for treasurer's survey. "Nations to save long-term through financial innovation with a commitment to help Nations to see on what they would have been spending on through our business model."

According to her, the high the Citizenship by Investment (CBI) programme, clients receive tremendous value and savings on the taxes (not only on the income but also on the inheritance taxes) that would be due in their home countries. "We are looking at value, costs, and value added generation as well. So you get second citizenship if it doesn't stop you from contributing your money to the economy," she says.

Shedding more light on the savings and value inherent in fee investment management services, Kinnison stated that with "children's education for example, investment management becomes a vehicle for our clients to protect, to grow, to enhance, and to pass on their wealth."

"For somebody looking for permanent residency or to invest in a programme in our country, the children's education stays in the United States. Income tax stays in the United States. For a Bachelor programme will be paying about \$60,000 annually, but as permanent residents they will be paying just \$4,000 per annum."

In further tests the settings on investment through investment management, the Capital Capital Partners CEO said the story of how their clients. According to him, "one of our clients has averaged 15% a year, longer in the past, and is now making in the United States of America. But they have a

Grenada report, but they looked at the options and noticed that Grenada has one of the finest schools of medicine, Saint George's University, and their daughter will go to University as a medical student, as a chair of Grenada, and will own \$20,000 per year of income from the university.

A summary of notes and discussions was prepared

Mr. Kimbiri also discussed investment immigration programs, IIRP programs, which offers already return on investment. According to her, "with the IIRP programs, there is return of five per cent because that will invest \$500,000. That is guaranteed return for five years, but also remember that it is a business, it is not a handout to every world. Mr. Jase Kimbiri is very inspirational. And as she addressed the women gathered at the WIMBER, even she stated that her comfort zone because she is pursuing a cause she believes in, a cause that enables her offer value, savings, and business opportunities to Nigerian and abroad, Africa.

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## CHRIS IYOOWAYE: *Made by Diligence*

Words By: Jeni Ekanunbor

**D**irector Chris Iyovwaye is the CEO of Wellmann Group of Companies, a leader in heavy lifting, modular weighing and jacking systems, as well as marine and land transportation.

A graduate of the famous 11th Street College, Warri, and an International Studies and Diplomacy graduate of the University of Bristol, U.K., Chris Iyovwaye is widely travelled and has traversed all continents of the world.

For a man who built an empire from the ground up, transforming a zero-capital venture into a multi-million-dollar organization, his humble nature is his business advantage as he has created a life-style of simplicity and humility, which he wears like a hat. Easily moved by the sufferings of others, he is deeply given to humanitarian activities providing clean water to communities, health services for the less privileged, supported countless people in business, granted scholarships to numerous students and continues to extend benevolence to widows and the elderly.

A devoted Christian and a member of Living Faith Church (Winners Chapel), he has held various key leadership positions including Chairperson of the Local Church Council. But how did this father of four, husband of one Iyovwaye, and advocate of local content development go from an auxiliary nurse in Warri, to become the CEO of Wellmann Group of Companies?

As he turns a year older tomorrow, we went down memory lane to ask how it all started, today.

**You began your career journey as an auxiliary nurse; how did that happen?**

In the early 80s when I came out of school, for some reasons, I was not able to further my education. And with the kind of pioneering we had, you cannot sit at home doing nothing. So, my big auntie who was a nurse then, invited me to start auxiliary nursing. A lot of hospitals had programs to train auxiliary nurses. So, I signed up with a specialist hospital in Warri.

**How was the experience for you?**

It was a wonderful time! The feeling of being able to add value to life and see people happy, that's something that naturally gives me joy.

**How did you move from nursing, quality control to business?**

As soon as I left nursing, I went into the Delta Glass Company as a Quality Control Inspector.

When I made up my mind to start business, it was to probably sell refined petroleum products, and get allocation from here and there. What I'm doing now came by providence. I stumbled into a man who was my namesake, Chris Oglemwanyi—a Director in INPHC at that time. He was able to give me the support that was needed to get into what I'm doing today.

**A lot of young people seek to have somebody like Eng. Chris Oglemwanyi in their lives; what was it like having them give you that needed push?**

I will share one experience with you that the man himself told me. There is this global

oil and gas inventors conference called the OTC which happens between April and May in more like a Mexico of some sort, where oil and gas operations converge every year. Chris told me that he was there one particular year with his daughter and you needed to see the number of people who were saying, "Yes, Oge you're here. You helped me. You helped me?" Before the daughter knew it, she burst into tears, asking, "How could you have helped all these people?" He said he was moved to tears. So, he provided the required mentorship when I needed it, when he said to me, "Chris, you can make this happen."

**High salaries and just has that for providing mentorship.**

**Are you mentoring others now?**

To be honest, it's been a way of life for me. The things that move people like wanting to have houses, big cars and wealth everywhere, do not move me at all. That's the truth. I'm only moved when I can add value to somebody and the person smiles. That's what gives me joy.

**Take us through the process of starting a zero capital business?**

We started from ground zero looking for contractors here and there. There was no money anywhere and breakthroughs began to come. This should be a warning point for those coming behind. As soon as prospects began to happen, we didn't get into a hurry to change strategies. Every single knob that came into the business went back into the business. We didn't change houses or cars. We were building gradually and that's why we have arrived for where we are today.

I can't count how many times people have walked into my office and asked "where is your boss?" Because I don't look like it, it's some in the industry. When we turn up, we don't look like what people expect to see until we begin to operate before they realize our value.

**Your company is involved in heavy lifting. How easy was that for a local content development company?**

For us, that's something the world needs to hear. In Nigeria then, heavy lifting was done primarily by a company called Paragons. So, when you have a job to do, you have to go and consult them and queue, and they will tell you, "Wait, we don't have time." It was when they came for one job in Warri that we saw how this modular rollers for the first time—what we are using today, we were given the morale bit of the contract to move those modular rollers from the port of Warri to Dowdoo facility. It was quite fascinating for me and I tested the operators of the equipment who happened to be from the Middle East about how to open the equipment. I was given a complimentary card of a company in France called Nicolas. But then, I had also made some research in which I saw a company in Suji in China. I flew to China, went to the facility and was given a proforma invoice. Remember, this was a company that was existing from Warri. On my way from China, I flew into France to Nicolas where I met and spoke with Pierre Barret. They gave me their own proforma and then I came back to Warri. When I came back, I seemed less. They, however, assured me of an unbeatable service. Within one week of my leaving France and arriving in Warri, the sales guy from France was at the door of my office. That was a deciding factor for me and we are in this business today because of that Nicolas company. Till tomorrow, they continue to give us the after-sales service.

**When it comes to local content, how would you say we are doing in Nigeria especially in your sector?**

Some people feel that the industry is not ripe enough, especially with the PII law. But we must get to a threshold where Nigerians begin to take over because there's so much at stake for us. If you have a nation like Iran taking over their oil and gas business, then you know it's not rocket science.

We have to discourage capitalist flights by owning our equipment and personnel rather than companies coming from outside where we have local capacities residents in Nigeria.

**Your company Wellmann has become the go-to company for heavy structure**



# SAMPLE PUBLICATIONS

## News Update

April 22, 2020 by [The Nation](#)

## Lekki Gardens Estate donates relief materials to 1,000 families



NEWS GATEWAY 2024 METRO POLITICS SPORTS BUSINESS HEALTH LIFE TECH

## Lekki Gardens Estate donates relief materials to 1000 families

By: Editor Date: 23 Apr 2020 Share:



Representative of the Elegushi Family, Chief Eletu Odibo (left); Chief Engagement Officer, Lekki Gardens Estate, Romeo Akinwande and Chief Legal Officer, Steve Agbibo during the donation of food items to 1000 families of its host communities in Lagos...yesterday.



Paragon

# CORE ELEMENTS

2. **Media Kit:** A comprehensive kit that includes:
  - Press releases – **(Sample Press Release attached)**
  - High-resolution logos and images **(See Sample Brand Manual)**
  - Biographies of key team members
  - Fact sheets and FAQs
3. **Media List:** Develop a targeted list of media contacts.
4. **Social Media Guidelines:** Clear guidelines for social media engagement, including:
  - Tone and voice
  - Content strategy





## SUPPORTING MATERIALS

1. Brand Guidelines: A document that outlines your brand identity, including:

- Logo usage
- Color palette
- Typography

2. Press Release Templates: Template for crafting effective press releases (Attached)



# MEASUREMENT AND EVALUATION

1. Media Monitoring: Tools and processes for tracking media coverage, including:
  - Media mentions
  - Sentiment analysis
  
2. Analytics: Tools for measuring the effectiveness of PR efforts, including:
  - Website analytics
  - Social media metrics
  - Media coverage analysis



# ESSENTIAL COMPONENTS OF A GOOD PRESS RELEASE

1. **Headline:** A clear, concise, and attention-grabbing headline that summarizes the main point of the press release.
2. **Dateline:** The city and date of the press release.
3. **Lead Paragraph:** A brief introduction that provides context and grabs the reader's attention.
4. **Body:** The main content of the press release, which should be clear, concise, and well-structured.
5. **Boilerplate:** A brief description of the company or organization, including its mission and values.
6. **Call-to-Action (CTA):** A clear CTA that tells the reader what to do next.
7. **Contact Information:** The name, email, and phone number of the person to contact for more information.





# ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.



**CONTACT US ON 0903 701 8345**

**THANK YOU**

