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Personal Statement

Doris J. Gilman
Principal and President

My expertise concentrates on one-to-one communications well-suited to deliver a thought leadership message. Speaker presentations and placements at events, such as tradeshow and conferences are examples. My online portfolio includes content development and distribution strategies for Websites, Webcasts, Weblogs, podcasts, and intranet.

In turn, these communications promote visibility, branding, and create opportunities for publicity. This media is ideal to disseminate information, education, and professional development for external and internal audiences.

Realizing the old networks that formed business relationships have disintegrated, I believe that today's business relationships are more immediate and forged through meaningful and personalized contact. My unique perspective promotes face-to-face relationship building with business and professional customers, as well as with patients and consumers.

Designer of "Connection Scenarios"

The common denominator throughout my career has been to establish "connection scenarios" that, by design, encourage interaction between people. No two scenarios are alike; they can take many forms, mix media, and fit many details into place. This ability comes from directing broad, wide-ranging assignments, in healthcare and other industries that allows me to pick and choose communications, weaving them together into a synergistic whole.

I've worked with clients to orchestrate talent for corporate speakers programs; finesse presentations to hit audience "hot buttons;" propose a hands-on science fair to explain complex scientific processes to business people at tradeshow; advocate a summit of medical, scientific, and policy experts for a branded event that, in turn, multiplies short and long-term media exposure in local, national, and specialty markets.

I've also been called upon to solve reinvention, repurposing, and message distribution problems.

Consequently, I wear the hats of executive producer, creative director, designer, and researcher. When, and where needed, I recruit outside vendors and mobilize client resources.

I've advised businesses in medical advertising and public relations, healthcare information, medical devices, not-for-profits, and provider organizations specializing in oncology, substance abuse rehabilitation, and behavioral health. I've worked with scores of industry and professional associations to make "win-win" speaker placements or alliances on behalf of private clients.

Through **Be Seen. Be Heard.**, I help healthcare thought leaders express and find channels for their ideas, core capabilities, and solutions.

Vision. Voice. Meaningful exchange.