

Personal Statement

Doris J. Gilman

Principal and President

Through BSBH, I help my clients as health thought leaders and their businesses express and find channels for their ideas, capabilities, and solutions.

The old networks that once formed business relationships have disintegrated. Today's business relationships are immediate and forged through meaningful and personalized contact.

By making speaker placements for my clients at conferences and industry events, my thought leadership practice promotes clients' visibility, branding, and creates opportunities for publicity.

Designer of Connection Scenarios

The common denominator throughout my career has been to design connection scenarios that encourage interaction between people. This requires a multi-disciplinary, broad approach that fits all the pieces together into a cohesive whole.

I've worked with my clients to orchestrate their talent for corporate speakers programs; finessed presentations that hit audience "hot buttons;" conceptualized a science fair to explain complex scientific processes to business people at industry exhibits; advocated a summit of medical, scientific,

and policy experts for a branded event with media exposure in local, national, and specialty markets.

I've also been called upon to shape cultural change through reinvention, repurposing, and systematic messaging.

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 to meet a desired outcome.

I've advised businesses in medical advertising and public relations, health 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 and alliances on behalf of private clients.

Vision. Voice. Values. Meaningful exchange.