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Personal Statement

Doris J. Gilman
Principal and President

As a communications strategist, I help health thought leaders express and find channels for their ideas, capabilities, and solutions.

My thought leadership practice, **Be Seen. Be Heard. Inc.**, promotes clients' and their businesses' visibility, branding, and creates opportunities for recognition through speaker placements and presentations.

To create an online presence, I develop content tailored to specific audiences, with message distribution for Websites, Webcasts, blogs, podcasts, and intranet. By orchestrating a mix of communications, my clients can efficiently and effectively disseminate information, education, and professional development to their internal and external audiences.

Realizing the old networks that formed business relationships have disintegrated, I believe that today's business relationships are immediate and forged through meaningful and personalized contact. I'm an advocate of promoting face-to-face relationship building with professional and business 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 wide-ranging assignments with health businesses, and earlier in my career, with businesses in other industries. I pick and choose communications suited to achieve my clients' objectives and weave together various forms of communication 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 multiplies short and long-term opportunities for media exposure.

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

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

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. Meaningful exchange.