



# HEALTH & WELLNESS

*Communication is Everything*  
Your message, our commitment.



Certified  
Women-Owned  
Business Enterprise

**Baker Public Relations, Inc.**  
Albany, N.Y. | Pittsburgh, Pa.  
[megan@bakerpublicrelations.com](mailto:megan@bakerpublicrelations.com)  
[www.BakerPublicRelations.com](http://www.BakerPublicRelations.com)



# OUR EXPERTISE

*Moving the Needle*

Now more than ever, health and wellness organizations need to be nimble and strategic with their public relations and communications approach. Indeed, a successful PR and communications strategy can mean the difference between an organization that builds trust with its consumers and sustainably grows into the future and one that loses steam, visibility and ground to competitors.

Baker Public Relations understands the importance of strategic healthcare PR and communications, because we have been working with a diverse mix of health and wellness practices over the past 15 years. And as the health and wellness landscape has continually evolved, so too, have our tactics and strategies to stay ahead of the curve and better serve our clients in this fast-moving industry.





## Stories We've Told

**New York State**  
Dental Association

**NYSANA**  
New York State Association of Nurse Anesthetists

**CTANA**  
CONNECTICUT ASSOCIATION  
OF NURSE ANESTHETISTS

**NEW  
HOPE**  
Community

**WDI**

**TRANSITIONS**

**CONSUMER  
DIRECTED  
CHOICES**  
Empowering Independence

**EyesNY**

**MOHAWK**  
AMBULANCE SERVICE

**Capital Region  
Aquatic Center**

**FRESENIUS  
KIDNEY CARE**

**NYS CRC**  
New York State Caregiving & Respite Coalition



**CAREGIVER SUPPORT**  
Alzheimer's Disease and Other Dementias



**Manuel Astruc, M.D.**  
& Associates

**orthoNY**

## Services We Provide



PR & Media  
Relations



Event Planning  
& Management



Crisis  
Communications



Graphic  
Design



Social  
Media



Marketing, SEO  
& Advertising



Media Training  
& Messaging



Public  
Affairs



Video  
Production

# What Our Clients are Saying

"We started working with Baker Public Relations in the fall of 2020, and they instantly became an extension of our staff. They went right to work securing media interviews, developing talking points, and training association leaders to take media interviews so they were adequately prepared to convey our message. Everyone in our association that's had the opportunity to work with Baker has been extremely impressed at the level of professionalism and knowledge they provide. We are very pleased with our partnership."

–Grazia Yaeger, Director of Marketing & Communication  
New York State Dental Assoc.,

"The New York State Association of Nurse Anesthetists (NYSANA) utilizes Baker Public Relations to inform the public and New York State Legislature about the profession of Nurse Anesthesiology. Baker Public Relations has been instrumental in formulating positive messaging and significant increases in NYSANA's public outreach. The dedication seen in the Health Care Team is second to none; they are engaged, informed, creative, and responsive! You can always count on Baker to create a product or message you are happy with. We could not do it without you!"

– Giovanna Mahar, DNAP, CRNA, President  
NYSANA

"Over the past few years, it has been a pleasure to work with Baker Public Relations. They have assisted us with building a social media presence, hosting virtual and in-person events, creating a wide range of advertising materials from billboards to commercials, securing press for our organization and so much more! All of which help us to spread the word to the community about our program, the Alzheimer's Disease Caregiver Support Initiative, and in turn support more caregivers in northeastern NY than we ever could on our own."

– Kristen Osterhoudt, Program Coordinator  
Alzheimer's Disease Caregiver Support Initiative

## Seen In

The New York Times

Forbes

CRAIN'S  
NEW YORK BUSINESS

INSIDE  
EDITION

verywell

POLITICO

Bustle

DENTISTRY  
TODAY



Authority Magazine

WAMC NORTHEAST  
PUBLIC RADIO

LIVESTRONG.COM

ALBANY  
BUSINESS REVIEW

TIMES UNION

Newsday

news12