



# The Professional Image, Inc.

949.768.1522

Public Relations

Branding

## The TPI Success Experience

The Professional Image, Inc, a full-service PR and Marketing Agency, has been representing its clients to the media since 1988. Headed by agency President, Angela O'Mara, and Vice President, Giles Raine, TPI has flourished to become one of the leading PR firms in the medical, aesthetic surgery, beauty, fashion and fitness industries. TPI prides itself on its commitment and dedication to its clients, as well as its unique and focused approach to PR, Marketing and Branding.

TPI has secured interviews for its clients on hundreds of TV shows, as well as in Magazines, Newspapers, Radio and Internet media. Our competitive edge lies in our knowledge of the news media, our understanding of your needs and our ability to provide clients with the personal attention expected and deserved from a top rated PR Agency.



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***TIRED OF SEEING DOCTORS LESS QUALIFIED THAN YOU IN THE NEWS?***

***REACH AND INFLUENCE MILLIONS***

***IT'S YOUR STORY. WE TELL IT.***

[www.theprofessionalimage.com](http://www.theprofessionalimage.com)



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## Company Principals



### **Angela O'Mara, Founder and President**

Angela O'Mara has over 24 years of experience representing public relations (PR) clients to the national and international media. With an in depth understanding of how people get on TV, that is based on actual hands-on experience with many thousands of media placements, Angela has taken PR beyond simply spinning a story. Her agency works with all television stations, and she has successfully placed clients on ABC, CBS, NBC, CNN, MSNBC, E! Entertainment TV, Extra, Entertainment Tonight, The Insider, The View, Good Morning America, The Today Show, CBS Early Show, The Oprah Winfrey Network, Telemundo, Univision and the BBC, to name a few. Angela has also been equally successful showcasing clients in magazines and newspapers around the world. A frequent lecturer on how to effectively market a business, Angela specializes in strategic marketing and PR campaigns for business organizations and medical practices. Author of the widely popular book Lights! Camera! Action! The POWER of PR, Angela is a frequent lecturer and has been a featured speaker on E! TV, CBS and other news outlets.



### **Giles Raine, Vice President**

As a medical media specialist, Giles is an expert in explaining complex scientific and medical concepts that will enable producers and editors to accurately and clearly 'tell your story' to readers and viewers nationwide. With over 30 years of PR and Branding experience, Giles is TPI's lead "media wrangler". His unique ability to present the best aspect of our clients to the media and simultaneously give the media what they need to produce a great show, interview or news story, has made him an important resource for many producers, writers and editors worldwide. Originally from London, England, Giles now lives in Southern California.

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As well as representing hundreds of individual physicians and many different medical specialties including plastic and cosmetic surgery, dermatology, dentistry, cancer specialists, podiatry, cardiovascular surgery, weight loss and bariatric surgery, ob/gyn, nutrition, orthopedics and sports celebrity therapists, TPI has serviced, presented to, or has represented individual members of the following medical groups and communities:

**American Academy of Cosmetic Surgery**

**American Academy of Facial Plastic and Reconstructive Surgery**

**American Society of Aesthetic Plastic Surgeons**

**American Society of Plastic Surgeons**

**Baylor College of Dentistry**

**California Academy of Cosmetic Surgeons**

**California Society of Plastic Surgeons**

**Case Western Reserve University**

**Foundation for Facial Plastic Surgery**

**Jules Stein Eye Institute/UCLA**

**Multi-Specialty Foundation**

**University of San Francisco**



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## TPI PR Services



### **Big Media Publicity**

TPI's signature service, **Big Media Publicity**, continues to be the most effective and credible method to promote a medical practice, business or product. This elite service brings to you an exclusive environment of highly specialized strategic approaches, as well as connections to top media worldwide. **Big Media Publicity** is the most effective way to get your message seen and heard by millions. TPI has developed a well-deserved reputation for securing high profile media for its clients. Every day TPI clients are seen on ABC, CBS, NBC, CNN, MSNBC, E! Entertainment TV, Extra, Entertainment Tonight, The Insider, The View, Good Morning America, The Today Show, CBS Early Show, Oprah Winfrey Network, Telemundo, Univision and the BBC, to name a few. We have also been equally successful showcasing clients in magazines and newspapers around the world. Most news coverage is not by coincidence and obtaining publicity is a detailed strategic process. Securing publicity involves a dedication of time, thoughtful planning, unique concepts, well-written news releases, and a working relationship with the media. TPI is serious about helping its clients expand their reach in the marketplace and utilizes its creativity and contacts in the media to define and brand its PR clientele. For more information about **Big Media Publicity** call (949) 768-1522 or email [pr@theprofessionalimage.com](mailto:pr@theprofessionalimage.com).



### **Small Media – BIG Results**

A creative and strategic marketing plan is essential to the success of any practice, or product. In today's competitive marketplace even the most innovative companies and products will not inspire a potential customer unless they are backed by a Strategic Marketing Program. In a world where "one size does not fit all," your Strategic Marketing Program should be designed with your company, product or practice in mind. TPI excels at establishing presence, increasing recognition and developing plans, messages and collateral materials necessary to build a solid brand. **Small Media – Big Results** includes a thorough evaluation and TPI's proprietary Strategem GAP Analysis of your medical practice, business or product, either in-person or through video conferencing, and a realistic and complete marketing and PR plan that will be ready to implement when you are ready to launch your campaign. For more information call (949) 768-1522 or email [pr@theprofessionalimage.com](mailto:pr@theprofessionalimage.com).



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## Social Media Marketing Services

In today's business climate the importance of **Social Media Marketing** is critical to the success of a business or medical practice. While TPI is a traditional media PR Agency, we also support our clients by offering them the latest in Internet and Social Media marketing and strategy. Our team can help you with Facebook, Twitter and Linked-In Profiles, updates and monthly management. TPI's **Social Media Marketing** services are designed to create vast opportunities for doctors or businesses seeking growth and high exposure through the use of today's key platform social media websites. We recommend staying engaged with your customers and patients in an educational, interesting and exciting way. Here at TPI we ensure that you and your services will attract the web-based consumer/patient by actively participating in a trend based online conversation. TPI will enhance your online presence through Facebook, Twitter, YouTube, and LinkedIn, to name a few. This effective marketing strategy is part of the complex decision making matrix used in choosing you and your practice to gain the attention of your current and future patient, while maintaining and building important relationships. Leave the work to us. Our Social Media Team will help manage your online presence, leaving you to do what you do best. For more information call (949) 768-1522 or email [pr@theprofessionalimage.com](mailto:pr@theprofessionalimage.com).



## REAL Doctor™ Series

REAL Doctor TV and REAL Doctor Radio Series is a premier interviewing process that showcases leading physicians and surgeons. The REAL Doctor Series is a positioning tool that brings together your unique ability and one of a kind practice process into one message. Positioning you as an expert in an Internet Radio or Internet TV Interview brings out your unique ability and unique process. The unique process is the treatment and experience that you offer to your patients. A treatment plan and selection process that no one else does better than you. When someone in your area thinks of a top rated doctor, you want to be the first name that comes to mind. TPI clients utilize this media tool to gain the edge on doctors less qualified than they are in the busy world of Internet Media, as a tool to share on their website and to educate patients in the privacy of the doctor's office. We help clients implement this in all marketing aspects of their development and retention process on and offline. This Unique Branding process helps project a specific planned perception of you and your practice to the patient/market that matches the inside reality of you and who you are. The more you are yourself, the more competitive and creative you become.