

‘In A Car with IPR!’ Featuring Eileen Sheil, Cleveland Clinic

The Institute for Public Relations launched its third episode in the original video series “In A Car with IPR!” In this episode, Cleveland Clinic’s Eileen Sheil takes us through the fast-paced world of health communications. Sheil gives us an exclusive tour of a Mobile Stroke Treatment unit, discusses her role at Cleveland Clinic and shares the latest IPR research.

Sheil is intimately involved in protecting and promoting the reputation of the Cleveland Clinic and highlighting the clinical, institutional, and business priorities of the organization.

In 2009, after President Barack Obama visited the Cleveland Clinic, Sheil and her team developed an aggressive media strategy that positioned the organization as a model of healthcare for future. Those efforts and in-depth coverage brought the Clinic into an international spotlight and gained the health system the most extensive media coverage in its history.

Cleveland Clinic also gained international attention when it announced the first near-total face transplant in the nation and the most complex at the time in the world. In addition, media coverage obtained by the Corporate Communications Office is the leading source of national awareness to the general public and a key factor in driving patient volume to the

hospital.

To learn even more about Eileen Sheil, check out the deleted scenes from the episode! She talks more about her role as executive director of corporate communications, what makes her tick and the future of [PR](#).

“In A Car with IPR” is a new video series by the Institute for Public Relations where we get to know some of the leaders in the public relations industry. We find out what makes them tick, talk to them about research, and ask them to look into their crystal ball to see what’s in store for the industry.

The fourth episode of “In A Car with IPR” will feature Brian Lott, Chief Communications Officer of Mubadala, a global investment company in Abu Dhabi. In this episode, IPR meets up with Brian in Washington DC, where we take a ride around the US National Mall discussing international public relations, the importance of research and the future of the PR industry.

For more about this original video series, please visit: <https://instituteforpr.org/in-a-car-with-ipr/>