

DR. ROBERT HUIZENGA – NEW WEBSITE



Dr. Robert Huizenga, known warmly as “Dr. H,” is a practicing internist in Beverly Hills, California, and Associate Professor of Clinical Medicine at UCLA. For more than 20 years, Dr. H has been the go-to expert, not only for A-list patients, but also among Hollywood writers, producers, and executives in need of a medical consultant or doctor behind-the-scenes.

When the Spotlight team first began working with Dr. Huizenga, his impressive credentials included a Harvard Medical School education, a former NFL Raiders team physician, a two-time author, a testifying expert in the highly publicized OJ Simpson trial, and a medical advisor for 16 straight seasons for The Biggest Loser TV show. While he began his television appearances at the same time as renowned fitness trainer, Jillian Michaels, he had never been represented by a communications agency, had only been reactive to the press, had no social media presence, and had thus not created any brand equity.

Dr. Huizenga’s desire to secure a mass audience (and his decision to hire Spotlight Communications Group) was entirely based on a passion to help people navigate the onslaught of health information they are exposed to, by separating fact from fiction, so they can make effective health decisions.

The Spotlight team responded to the goal by taking a proactive approach to media, through the development of story ideas that attracted the attention of top-tier producers and journalists. As PR experts in the health and beauty category, we know that TV segment producers, as well as journalist, will immediately research the client we have built a pitch around. Since Dr. Huizenga had no coordinated online presence, our marketing and social media team worked to build one, including Dr. Huizenga’s first ever website – featuring new and his new brand tagline: “Setting the Record Straight.”

Now, there is a place where top media can easily learn more about Dr. Huizenga’s impressive credentials, see recent professional photos, watch TV appearance videos and read all articles that Dr. Huizenga was featured in. Moreover, social media followers could not find out more information on a given topic by visiting Dr. Huizenga’s website.

To view Dr. H’s website, please visit DrHuizenga.com