

Strategy Development and Implementation

Nine out of 10 organizations fail in their attempts to execute strategy, according to Inc. That's because the smartest plan will fail without buy-in from initiative-fatigued stakeholders who prefer the status quo over yet another transformative roadmap.

We can help.

Having shepherded myriad healthcare organizations through times of tremendous change, we know that strategic initiatives can land with a thud when foisted upon a disengaged workplace. Many aspirational transformations are the result of data-driven, well-reasoned decision making. Yet too often, employees and providers – an organization's greatest asset – are forgotten in the process until the end.

Team members must be involved from the outset – in strategy development, rollout and implementation.

Whether it's a systemwide strategic plan or a specific change like compensation redesign, success depends on your team seeing themselves in the change. They must feel heard and reassured throughout the process and understand the why, the how, the vision. Engagement equals buy-in and with buy-in and an energized workforce, you can drive your health system forward.



Measurable Benefits

Successful execution of your campaign includes:



Motivated workforce and higher retention



Impact on bottom line given speed to adoption



Key milestones achieved



Greater confidence in leadership

Trusted strategic communications consulting
devoted to healthcare providers.

JARRARD

PHILLIPS
CATE &
HANCOCK

Let's Get to Work

Our unique value is working alongside you in development of your strategic plan – then building the comprehensive campaign to frame it, foster engagement and ensure lasting momentum.

We provide ongoing updates and measurable results so you can share progress systemwide. The effort of rolling out the plan we've developed together progresses in the following three stages.

Listen

1

- » Assess morale, temperature, change fatigue
- » Listen for understanding of context for change and vision
- » Discover issues relevant to them, who they trust and how they want to get info

Launch

2

- » Launch with a compelling theme and strategic plans
- » Outline timeline of the effort
- » Be clear about benefits and roles for employees and physicians
- » Connect change to mission, vision and values

Sustain

3

- » Generate drumbeat of updates tied to overall plan
- » Build new channels and tools to reach stakeholders
- » Measure, report out and celebrate ongoing results
- » Create and launch targeted micro-campaigns for key changes

About Us

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change. Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers, regional and community health systems, and health services companies.

Interested in learning more?

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