

Navigating the Next Mile

In these coming weeks, the spread of COVID-19 through the holidays will stretch our healthcare organizations, resources, physicians, nurses, patience and perseverance to the edge.

At the same time, hope is rising with the promise of vaccines that will end a pandemic that has turned our industry – and our world – upside down.

In this unprecedented moment, healthcare leaders must quickly navigate operational flux, workforce shortages, potential care rationing – plus the inevitable COVID-19 curveball of the day – all while preparing for mass vaccine distribution.

We can help.

Our advisors stand ready to be your partner as you **triage the areas demanding your sharpest strategic communication** – so you can move swiftly through the next few weeks.

Given the challenges facing our national network of providers, here's how we can help today:

Preparing for Mass Vaccination

Our **Vaccine Communications & Engagement Roadmap** is your comprehensive solution to swiftly and confidently setting your strategy.

Scenario Planning

Each day, our team tracks emerging scenarios and builds custom communications toolkits so our clients are prepared to manage them.

Community & Workforce Engagement

Our counselors develop campaigns that inform, reassure and resonate today and lay the foundation for lasting momentum.

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. Jarrard Inc. is a division of [The Chartis Group](#), one of the nation's leading healthcare advisory and analytics firms.

Ranked Among the
TOP 10
Healthcare Communications
Firms in the Country


500+
Healthcare Clients
In 40+ States

Our Approach


We work as an extension of your team to build alignment and rapidly deployable solutions.

VACCINE COMMUNICATION & ENGAGEMENT ROADMAP

Your custom plan informs audiences, alleviates concern and prepares for vaccine distribution and administration. Whether the challenges are internal, external or media-related, we build powerful campaigns and prepare you for red-flag scenarios.

 **POSSIBLE VACCINE SCENARIOS**


- » Adverse reactions (real or perceived)
- » Accusations of a dangerous vaccine
- » Bringing people back for a second dose
- » Employees speaking out on personal channels
- » Anti-vaxxer campaigns
- » Supply chain security

 **QUESTIONS TO ASK**


- » Will you mandate employee vaccination?
- » How are you working with government officials on prioritization?
- » How are you preparing to receive and store vaccine doses? What about safety?
- » How are you engaging underserved communities and people of color?

COVID-19 SCENARIO PLANNING

Each new month of the pandemic ushers in a fresh host of scenarios with the potential to sink your reputation. We are developing proactive communications toolkits – custom to our clients' unique needs – for use in the event of a crisis.

 **RECENT SCENARIOS DEVELOPED**

- » Suspension of services
- » Rationing of care
- » Workforce or supply shortages
- » Asymptomatic COVID-19-positive employees continuing to work
- » Heightened media scrutiny
- » Employees speaking out on social media

 **TOOLKIT DELIVERABLES**

- » High-level strategy
- » Talking points
- » FAQs
- » Internal memos
- » Media statements
- » Social media content

COMMUNITY & WORKFORCE ENGAGEMENT

As your strongest advocates – or greatest detractors – **your team** includes stars, skeptics and some who are fighting burnout. They're all exhausted and need your care and attention.

Meanwhile, armed with the right information, **your community** can be activated in support of your organization and on behalf of healthcare as a whole.

We help you engage by

- » Transparent Executive Communications
- » Resiliency and Mental Health Guides
- » Gratitude & Staff Spotlight Campaigns
- » Government Relations Advocacy
- » Digital Community Activation

Interested in learning more?

[JARRARDINC.COM](https://www.jarrardinc.com)

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