

Jarrard Digital Services

Digital has re-energized healthcare, enabling smarter, better and faster experiences for consumers and employees alike. The challenge, however, is incorporating these transformative interactive elements into existing strategies within hospitals and healthcare organizations.

Healthcare leaders today face a glut of options when it comes to investing in digital. That's where they need a trusted guide to sort through the noise, simplify the complex, help them make high-stakes, expensive decisions and activate with confidence.

We can help.

You're seeking objective, strategic and tactical guidance to make smart investments that maximize potential and tie into your organization's overarching business goals. Led by one of the healthcare industry's top foremost digital marketing experts, our team offers strategic planning and execution for all lengths of engagements — on-the-spot counsel, high-caliber coaching, crisis management and ongoing support.



Digital savvy is no longer a “nice to” but a “must do” for reaching healthcare consumers today.

70% said a positive online reputation is very or extremely important in selecting a healthcare provider. (Health Leaders Media)

60% of patients have selected a new provider due to the availability of accurate, easily found information online. (Doctor.com)

50% won't book an appointment if that information is incorrect or incomplete. (Doctor.com)

Our Capabilities

Jarrard Digital Services range the spectrum from conceptualization to activation and everything in between:

- ASSESS** We research, analyze and evaluate your organization's digital presence and online reputation.
- BUILD** We create digital experiences that energize and attract patients and employees alike.
- EXECUTE** We execute all your ongoing digital needs to keep your brand fresh and your customers engaged.

Trusted strategic communications consulting
devoted to healthcare providers.

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Our Recent Portfolio

-  Website development for a large, multi-state physician practice organization.
-  Digital maturity assessment, including competitive analysis, for a regional health system.
-  Ongoing brand awareness/reputation management for a consumer device company.
-  State-wide digital influencer marketing campaign for a major academic medical center.
-  Data visualization and dashboarding to showcase success metrics and insights for a hospital-at-home company.
-  Internal communications, intranet vendor and solution advisement for a large regional health system.

About Us



Reed Smith

Vice President, Digital Strategy

A nationally recognized digital transformation expert, Reed Smith's work lies at the intersection of change management, patient experience and consumer behavior in healthcare. At Jarrard Inc. Smith leads a team who help clients answer the question, "How do people want to connect with us?" and then builds strategic plans using digital tools to make those connections.

Prior to joining the firm, Smith spent 15+ years in healthcare marketing as a hospital marketing director, a product development chief for the Texas Hospital Association and an independent strategist to large healthcare brands.

He is a founding advisory board member for both the Mayo Clinic Social Media Network and the health & wellness track at the SXSW® Interactive Festival, and founder of the Social Health Institute. In 2020, Smith was inducted into the Healthcare Internet Hall of Fame.

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and specializes in M&A, change management, issue navigation and strategic positioning.

The firm's digital capabilities include the development of enterprise websites, digital strategy development, managing online reputation, technology selection, social media management, data visualization and online consumer research. In 2020, the firm expanded its capabilities by joining as a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firm. For more information, visit jarrardinc.com.