

# Strategic Positioning

Reputation is one of your most precious strategic assets. An ace card to drive growth, attract talent, impact policy and more. Building and leveraging it intentionally is critical in today's noisy healthcare industry.

Want to raise awareness for your brand? Start with the end game in mind. Strategic positioning involves refining your reputation to accomplish a specific business goal. Are you a provider redefining your organization's value? An innovator seeking to gain traction, scale and build a national profile? A health system negotiating with policy makers? If you've not tied your visibility work to a meaningful, measurable business objective, you're wasting time and money.

## We can help.

Our team has a track record of swiftly guiding providers out from the weeds to discern the positioning needed to get you to your business win. You already know your market. We help you know yourself, find your voice, tell your compelling story, earn trust and advance your market position. Our strategic positioning work takes many forms, including:

- » GROWTH ACCELERATOR
- » MEDIA RELATIONS/DIGITAL STRATEGY
- » REPUTATION ASSESSMENT &
- REPAIR
- » THOUGHT LEADERSHIP STRATEGY
- » RECASTING BRANDS
- » STRATEGIC MARKETING PLANNING



## Your Results

With us, clients tell an evocative story so their stakeholders are inspired by the vision and motivated to be part of the organization's journey. Measurable results can be:



Accelerate  
growth



Retain and recruit  
key talent



Increase national  
visibility



Seize opportunities  
to make healthcare  
better

Trusted strategic communications consulting  
devoted to healthcare providers.

**JARRARD**  
A CHARTIS GROUP COMPANY

PHILLIPS  
CATE &  
HANCOCK

# Client Success Stories

## Growth Accelerator

**Challenge:** With ambitious growth goals, a challenging regulatory environment and emerging competition, an investor-backed, physician-led opioid treatment company needed a solid brand strategy and communications plan to drive its trajectory.

**Solution:** We audited the organization's current brand and market, performed research and interviews and built a roadmap to evolve the culture, brand, marketing, sales and communications infrastructure.

**Result:** At the outset of our work, the company had six facilities in two states. Within 18 months, it opened its 40th facility, operated in eight states, boasted 110 payer contracts and had treated its 25,000th patient.

## Issue Positioning

**Challenge:** A respected and financially successful regional not-for-profit health system was under attack by state legislators challenging its tax-exempt status.

**Solution:** We developed a comprehensive campaign to share annual financial results and executive compensation in the context of extraordinary community and economic benefits internally, locally and at the capital.

**Result:** The health system fended off attacks, proved its benefit to the communities it serves, and developed a well-earned reputation for increasing access, improving the lives and health of their patients and helping to lower costs.

## Reputation Rebuilding

**Challenge:** A market-dominating health system's reputation was being eroded by a high-profile legal fight against state and federal governments.

**Solution:** Our assessment showed the system was perceived as "a bully focused on growth, power and the bottom line." We launched a two-year targeted engagement and media campaign to restore trust and rebuild important relationships.

**Result:** The system turned the tide, as measured by employee and physician engagement scores, media tone, successful regulatory approvals, new community partnerships, philanthropy, recruitment and retention.

## Media & Thought Leadership

**Challenge:** A soon-to-launch healthcare digital innovation network that was combining top health systems to transform care for the vulnerable needed national media coverage to attract new partners.

**Solution:** Working with leaders involved – from system CEOs to the former head of CMS – we planned a fulsome campaign. Pre-launch, we pitched a suite of stories to national reporters. At launch, we tied our news to larger trends, generating lasting conversation.

**Result:** The substantial coverage from Forbes, Modern Healthcare and POLITICOPro, spurred meaningful interest from prospects to join the project.

Interested in learning more?

Contact Us:

NASHVILLE 615.254.0575

CHICAGO 312.419.0575

JARRARDINC.COM

JARRARD  
A CHARTIS GROUP COMPANY

PHILLIPS  
CATE &  
HANCOCK