

# An Intense Spotlight: Providers Under Scrutiny

An assault is being waged against hospitals, health systems and other providers of care.

Media, policy influencers, lawmakers and regulators are questioning the actions and values of healthcare providers of every stripe — while competitors and others fan the flames. From skepticism about community benefit and tax-exempt status to attacks on executive compensation, billing practices and quality, providers are constantly playing defense. And the narrative is sinking into the mainstream discourse. A Jarrard Inc. consumer survey found:



More than half of people perceive that hospitals put profits over patients.



A majority of people think that U.S. hospital care is neither equitable nor provides good value for the cost.



Nearly two thirds of consumers are inclined to believe negative stories about NFP hospital charity care allegations.



Nearly 75% of healthcare worker households are inclined to believe negative allegations about NFP charity care.

## You need to change the story.

This emerging “narrative” has real world consequences for you, your bottom line and your mission. Left unchecked, it can impair the ability to recruit talent, move consumers, win funding and effectively care for patients and communities. That is a significant threat to your reputation and the future.

## We can help.

Our team of strategic communicators, journalists, public affairs specialists and industry experts is prepared to jump in alongside you to mitigate the risks posed by this movement and shift from defense to offense. We are building upon and localizing the important work being done nationally by the AHA and other associations, combining their big-picture advocacy with tightly focused messaging tailored exclusively to you.

Refuting individual claims or answering tough questions from the media is important but not enough. You need to assertively engage and shape the conversation in your market(s). This is about protecting your reputation today so you can advance your interests tomorrow.



We've helped  
**1,000+**  
healthcare organizations  
in 45+ states



Ranked among the  
**Top 10**  
healthcare communications  
firms in the country

Interested in learning more?

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# We're ready to jump in now.

Using our campaign approach, we'll work with you to develop a strategy that fits your unique needs. We'll get there through:

## Learning

We'll conduct tightly-focused, specific research and a flash risk-and-vulnerability assessment, to understand where you are today and create the foundation for effective messaging and strategy development.

## Building

Using the insights gained from our Learning phase, we'll develop compelling messaging and a strategy to reach the right stakeholders to activate your organization's strengths and advance your goals in this contentious environment.

## Activating

We'll equip you with tactical tools and support for strategy execution to protect your reputation and advance internal and external engagement.

## Creating a roadmap for success.

Informed by our assessments and analysis, we custom build your plan. Our experts will work with your team through the plan's development, launch and execution. From there, we create benchmarks and evaluate the plan's impact through pulse polling, website, social analytics and engagement tracking — making any needed adjustments based on the data. Plan elements include:

- » **Audience and Messenger Analysis:** We ground our work in understanding your audiences and what they care about — ensuring they hear from the right person at the right time with the right message.
- » **Campaign Messaging:** We develop a research-backed message platform that serves as a consistent and firm foundation for all campaign efforts — driving toward the win.
- » **Creative Concepts:** Targeted digital and designed materials support your plan and drive further engagement from stakeholders and unique audiences.
- » **Thought Leadership:** Strategic content delivered across the most impactful channels will help secure your organization's reputation as a strong community partner in your local market.
- » **Other Elements:** Additional elements could include paid media, social media, video development, email outreach and more.



## Ongoing support.

After launch and execution, we can continue assisting you through ongoing advisory support, tactical execution, rapid issue response or anything else you may need.

## About Us

With offices in the healthcare hubs of Nashville and Chicago and team members in every Continental U.S. time zone, Jarrard 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 1,000 clients in 45+ states and served as a communications advisor on more than \$75 billion in announced M&A and partnership transaction communications. The firm specializes in change management, issues and advocacy, and strategic positioning. Jarrard Inc. is a division of Chartis, one of the nation's leading healthcare advisory firms. For more information, visit [jarrardinc.com](http://jarrardinc.com) or follow us @Jarrard.Inc.

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