

Crisis: Cybersecurity

With threats to digital information on the rise, cybersecurity issues go beyond reputational fallout — they endanger your patients’ privacy and the safety of your entire organization.

We can help.

Our crisis experts have worked alongside hundreds of healthcare leaders to anticipate and mitigate the toughest cybersecurity issues organizations are facing today, including data incidents and ransomware attacks. As events like these become increasingly commonplace, organizations must be prepared to act quickly while navigating a crisis that impacts many stakeholders at once.

When a crisis hits, call us.

You can count on a dedicated team of advisers to parachute in and work alongside you 24/7. Our seasoned counselors provide guidance and tools that empower you to tackle high-stakes situations promptly and confidently while protecting the trust your organization has earned among employees, physicians, patients and leaders.

Our Work Together

We bring strategy and solutions to help leaders navigate every phase of cybersecurity events, ensuring they retain control every step of the way.



PROACTIVE PLANNING



AMID THE CRISIS



REGULATORY NOTIFICATIONS



ISSUE NAVIGATION

Our services to help you prepare for and navigate data security events include, but are not limited to:

Crisis Communications

Regulatory Compliance

Escalation Guidance

Reputation Management

Internal Response Training

Response Planning

Public Relations

Media and Social Media Monitoring

Proactive Crisis Planning

Tailored Stakeholder Messaging

Interested in learning more?

JARRARDINC.COM 888.844.6274



We've helped

1,000+

healthcare organizations in 45+ states



Ranked among the

Top 10

healthcare communications firms in the country



Advance planning is a critical tool in your efforts to quickly staunch an aggressive cybersecurity attack, protect your patients and maintain control. Our team can assess your existing communication channels, stakeholder relationships and team structure to develop a tailored contingency plan so you can fulfill regulatory requirements, retain your reputation and act promptly and decisively when navigating crises.

Client Success Stories



Keeping Up With An Evolving Crisis

CHALLENGE: A multi-specialty, physician-owned clinic sustained a cybersecurity incident that manifested as a number of IT issues, which delayed their response to the threat.

SOLUTION: We worked alongside legal and IT counsel to complement their efforts with a communications response strategy. We partnered with them to develop regulatory, individual and media notifications, and to engage board members and other critical stakeholders to ensure they had the information they needed before they felt the need to ask for it.

RESULT: The clinic was able to adequately field inquiries from patients and other stakeholders while fulfilling its regulatory obligations and continuing normal operations.



Resolving A Cybersecurity Issue

CHALLENGE: Leaders at an industry-leading health services company were alerted of a data security incident in which an unauthorized party gained access to private information.

SOLUTION: We led a strategic communications response that informed each of the organization's key stakeholder groups according to their unique legal and business relationships. We crafted a range of deliverables to shape the crisis narrative internally and externally.

RESULT: The organization was able to continue services while notifying all its stakeholders in various timeframes. It avoided reputational damage and ultimately gained control of a highly contingent and sensitive situation.



Navigating A Privacy Threat

CHALLENGE: A regional provider experienced a data security incident that disrupted its IT operations and exposed private health data to an unknown entity who attempted to copy the information.

SOLUTION: We promptly developed and executed plans to disclose the issue to media and stakeholders, tailoring personalized messages for each recipient. We also monitored and reported media updates to system leaders.

RESULT: Our efforts minimized coverage and reputational fallout, and stakeholders were notified in a timely manner. Meanwhile, the system was able to quickly manage the crisis on the IT security side while fulfilling all regulatory obligations.

About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Inc. is a specialized healthcare consulting firm devoted to helping leaders during high-stakes moments of change, challenge and opportunity. We use the power of communications, marketing and political strategy to help our clients achieve their most important goals. Our mission is to make healthcare better through our work. 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 focuses on 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 or follow us @JarrardInc.

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