

Crisis Preparedness

**That middle-of-the-night phone call is coming.
Is your team ready?**

Leaders of healthcare organizations know their next high-stakes crisis is right around the corner, bringing with it the potential to derail a hard-earned reputation. With today's contentious and political healthcare landscape, it's even more critical that healthcare organizations anticipate risks and have a clear plan of action ready to go before it's needed. You want to be prepared now for tomorrow's inevitable challenge - to own the narrative instead of reacting to someone else's.

We can help.

For nearly 20 years, Jarrard Inc.'s crisis communications and government relations experts have worked alongside hundreds of healthcare leaders to anticipate and navigate the toughest of issues. Our deep bench of seasoned advisors is ready to jump in and provide guidance and tools to tackle threatening situations confidently and protect your reputation.



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



Ranked among the
Top 10
healthcare communications
firms in the country

Our Work Together

When responding to a crisis, there's no room for error. We help you proactively identify risks and create a customized roadmap of recommendations tailored to your specific needs. Our efficient, yet comprehensive, approach includes:



30-day Crisis Readiness Assessment

Through analysis of existing crisis plans and interviews with key stakeholders, we evaluate your organization's crisis preparedness and identify risks, vulnerabilities and opportunities.



Crisis Preparedness Workshop

When it comes to readiness, there's no substitute for flexing your team's crisis management muscles with a tabletop scenario. Through a variety of hands-on drills and exercises, we'll lead your team through a customized Crisis Boot Camp so they feel ready to act quickly when an issue arises.



Leadership Training

We offer customized communications training to ensure your organization's top leaders are crisis-ready and able to serve as a calm-confident voice. Incorporating our deep experience with the modern media landscape, we equip your most important spokespeople with coaching and practical, proven tools and techniques to handle challenging interviews with the press. When crisis hits, they're prepared and camera-ready.



Crisis Communications Plan

Based on insights from the Crisis Readiness Assessment, we build tailored resources, tools and frameworks to guide your organization through efficient and effective crisis management. That means clearly defining roles and responsibilities, mapping stakeholders and articulating best-practice guidelines for response.

Interested in learning more?

JARRARDINC.COM 888.844.6274

Rapid Response

Even the best-prepared organizations are sometimes blindsided by an unanticipated crisis. When that happens, our team is ready at a moment's notice, 24/7, to jump in alongside you, providing trusted support and strategic guidance through the thorniest problems. You can count on us to:

- » **Partner** with you to craft a comprehensive crisis response plan
- » **Reach** your internal and external stakeholders with strategic messaging
- » **Monitor** and analyze media and social media trends and coverage in real-time
- » **Develop** all needed written materials
- » **Prepare** your leaders and spokespeople for interviews
- » **Position** your organization to repair its reputation after the crisis subsides



Our Crisis Experience

We've seen it all. We've dealt with it all. We are your go-to experts in preparing for and addressing the thorniest issues, such as:

Social Media Firestorm

Employee Misconduct

Facility or Service Line Closures

Activist Media

Clinician Malpractice

Divestitures

Payer Contract Disputes

Qui Tam Lawsuits

Bankruptcy Filing

Labor Relations

Cybersecurity Issues

Loss of Accreditation

Patient Abuse

Certificate of Need (CON)

**CMS Investigation/
Immediate Jeopardy**

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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