

Trusted Partnership When You Need it Most

One poorly managed crisis or major issue can damage the good reputation and momentum you've spent years building.

We can help.

Our crisis experts — former healthcare communications executives, journalists, government relations specialists — have worked alongside hundreds of healthcare leaders to anticipate and navigate the toughest issues affecting the industry. Our team is ready to help you proactively prepare for crisis scenarios, to manage active events and to navigate longer-term issues. When lightning strikes, we are available 24/7 to help you resolve the most challenging situations. Partnered with us, you can protect the trust your organization has earned among employees, physicians, patients and the community.



ACTIVE CRISIS MANAGEMENT

We can parachute in at a moment's notice to help you address immediate needs, communicate with internal and external stakeholders and develop action plans. Our goal is to help your organization get back to serving your patients, clients and communities as quickly and smoothly as possible.



LONG-TERM ISSUE NAVIGATION

Unlike an active crisis, these are slow-burning, systemic issues that require continued strategic management and engagement. Whether unique events or active crises that have moved past the acute phase and into ongoing management and reputation repair, we're with you for the duration.



CRISIS PREPAREDNESS

Having a comprehensive crisis communications preparedness strategy allows you to swiftly assess and determine your course to mitigate the situation and own the narrative. Instead of reacting, it enables you to assume alignment, control and confidence as you resolve the issue.

EXPERTISE IN ACTION

Cybersecurity/Data Incidents

Employee/Clinician Misconduct

Controversial Social Media Posts

Regulatory Issues

Patient Safety Incidents

Natural Disasters

Payer Disputes

Clinical Errors

Disease Outbreaks

Mass Casualty Events

Active Shooter Situations

Infrastructure Failures

Staff Shortages or Strikes

Civil Unrest or Protests

Supply Chain Disruptions

Malpractice Lawsuits

Negative Media Coverage

Medicare/Medicaid Issues

CLIENT SUCCESS STORIES



Labor

Challenge: A prestigious Midwestern academic health system was facing a union organizing effort among its CRNAs.

Solution: We worked quickly with a cross-functional team to develop a strategic communications and engagement plan that ensured leaders were engaging in meaningful ways and equipped to answer tough questions, and that CRNAs had access to everything they needed -including fact sheets on key topics, informational booklets mailed to homes and a dedicated website -to make the most informed decision for themselves and their loved ones.

Result: CRNAs voted not to unionize. Senior nursing leaders and CRNAs are working together to solve problems and shape the future of the department.



Patient Abuse

Challenge: A mother posted on social media a video depicting her in-patient child in distress at a large metropolitan medical center. She maintained the child was not receiving the appropriate level of attention due to his race.

Solution: Within 24 hours, we put together a detailed analysis of the situation, calculating the potential reputational risk to the system along with recommendations for how to mitigate that risk. We provided legal and other relevant teams the information needed to reach out to the mother to resolve the issue successfully.

Result: The story was contained to a short cycle on social media channels and avoided amplification by traditional media. The hospital suffered minimal damage to its reputation.



Data Breach

Challenge: A national healthcare services company suffered a privacy breach that compromised the private health information of thousands of patients across multiple states.

Solution: We worked with the company's legal, compliance and communications teams to develop a transparent disclosure strategy and effectively notify patients and partners.

Result: Trade publications praised the company's quick, effective response, and media coverage was minimal.



CMS Investigation

Challenge: A regional health system faced an immediate jeopardy notice from CMS about one of its labs.

Solution: We created internal and external communications plans, media-trained leaders and prepared communications materials.

Result: The system successfully managed internal communications as CMS considered its response. Ultimately, CMS accepted the plan and the issue did not become public.

About Jarrard

Jarrard is a specialized healthcare consulting firm devoted to helping leaders during high-stakes moments of change, challenge and growth. We use the power of communications, marketing, research and political strategy to help our clients achieve their most important goals. Founded in 2006, the firm has worked with more than 1,800 clients in 49 states and focuses on critical moments—from crisis and issue navigation to change leadership to brand positioning to research and growth. Jarrard is a division of Chartis, one of the nation's leading healthcare advisory firms.

For more information, visit jarrardinc.com or follow us @JarrardInc.