

An Intense Spotlight: Providers Under Scrutiny

Healthcare providers, hospitals and health systems are facing heightened probing and dissection from media, policymakers, regulators and the public itself.

Questions are being raised in myriad areas – from cost, community benefit, tax-exempt status and executive compensation to billing practices, quality of care and more. Many healthcare leaders are finding themselves playing defense. Many are concerned that skepticism within the broader industry might impact how patients and communities perceive their organizations.

2026 JARRARD RESEARCH FOUND:



More than three quarters say both providers and payers prioritize making money over taking care of people.



Three quarters of people say the cost of care is the top issue for healthcare today.



A quarter say their trust in provider organizations has declined in the last 12 months.



While just 41% of people believe hospitals in general provide substantial community benefit, 62% believe their local hospital does.

It's time to go on offense.

Now's the time to strategically approach your grassroots and "grasstops" engagement. Strengthening relationships with your hospital's or health system's key influencers and allies will help protect against attacks and proactively position your organization in this key moment - before that negative headline runs or the threatening legislation is proposed.

We can help.

Our team of strategic communicators, journalists, researchers, public affairs specialists and industry experts is prepared to parachute in to help you mobilize support for the policy issue or cause that's at the forefront in your region.

We'll partner with your leadership team to build a sophisticated engagement strategy that creates influential allies and reserves of goodwill — ready to activate in the high-stakes moments.



ISAAC SQUYRES
PUBLIC AFFAIRS &
ADVOCACY TEAM LEAD

We've helped

1,800+

healthcare organizations
in 49 states

Ranked among the

Top 10

healthcare communications
firms in the country

FOR MORE INFORMATION, VISIT JARRARDINC.COM.

Our process

LEARN

We'll convene key partners across functions like MarComm, GR and Legal to understand where you are today and conduct focused research on the issues that matter most to your organization.

BUILD

Using the insights gained from our Learn phase, we'll develop compelling, data-driven messaging and a strategy to reach the right stakeholders to activate your organization's strengths and advance your goals.

ACTIVATE

We'll equip you with tactical tools and support for strategy execution to garner grassroots and influencer support for your organization's key objectives.

Creating a roadmap for success

Informed by our assessments and analysis, we build you a customized plan. Our experts will work with your team through the plan's development, launch and execution. 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 may include:

- » **Localized Research and Insights:** We'll conduct research and polling localized to your market and your key audiences to ensure our plan is backed by the data.
- » **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 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.