

# Strategic Communications to Prepare for and Mitigate Cyber Events

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

## We can help.

Our crisis experts have worked alongside hundreds of healthcare leaders to anticipate and mitigate the toughest issues they have 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, ready to walk 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 investors.

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

Escalation Guidance

Internal Response Training

Media Management

Regulatory Compliance

Reputation Management

Response Planning

Social Media Monitoring

Tailored Stakeholder Messaging

Proactive Crisis Communications

AI-related Issues

We've helped

**1,800+**

healthcare organizations  
in 49 states

Ranked among the

**Top 10**

healthcare communications  
firms in the country

When it comes to cybersecurity, arming yourself with a proactive crisis plan is crucial to protecting your patients' safety and ensuring you remain in control when disaster strikes. We 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.

### PLANNING FOR ISSUES

We arm healthcare leaders with concrete communications and government relations plans to solve strategically significant challenges or prepare for crises before they even surface.



## 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. Because the investigation was not complete before regulated deadlines for notifying stakeholders, we helped keep the system out of hot water by crafting a substitute notification on the website and alerting regulatory officials, board members and other critical stakeholders of the crisis.

**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 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.

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