

Brand Strategy for Growth

Stand Out. Be Outstanding.

Your organization has a mission, strategy, culture – and ambitious plans for growth. Plus, complexity. Myriad stakeholders. And a business model few understand. You need a positioning strategy that cuts through the noise. That inspires and activates.

Enter Jarrard. For more than 20 years, we've helped more than 1,800 healthcare organizations succeed with change, challenge and opportunity. Fortified by Jarrard Market Research & Insights (MRI) we create intelligent strategies that result in authentic, compelling brands.

With us, healthcare organizations:

- » Align mission, strategy and culture within a clear brand framework.
- » Use analytics, storytelling and predictive modelling to refine positioning and test future scenarios.
- » Track brand equity to guide decisions and demonstrate impact.
- » Activate the brand through standout creative, flexible standards and donor-ready messaging.



We've helped
1,800+
healthcare organizations
in 49 states



Ranked among the
Top 10
healthcare communications
firms in the country

We can help.

Jarrard's Brand Strategy and Growth team helps purpose-driven healthcare organizations connect with the stakeholders essential to your strategy—from patients and donors to physicians, caregivers and community advocates. We build brand positions that inspire trust and motivate action, enabling you to move quickly with clear, compelling messages.

The result: Audiences and stakeholders unite around meaningful symbols of purpose and positioning.

Our Research Differentiators



We know healthcare – it's all we do.

We've worked across the entire healthcare ecosystem – from academic medical centers to rural hospitals to the innovative health services companies and tech firms transforming the industry.



Jarrard Market Research and Insights

Our inhouse market research team transforms cold data into compelling, emotional messages. Our ability to bring nuanced understanding to individual markets and distinct audiences sets us apart.



Creative and Digital Services

Our award-winning creative and digital teams excel at crisp design, standout visual identities and digital campaigns that find the customer wherever they are.



Interested in learning more?

JARRARDINC.COM 888.844.6274

JARRARD
A CHARTIS COMPANY

Our Approach to Brand Strategy

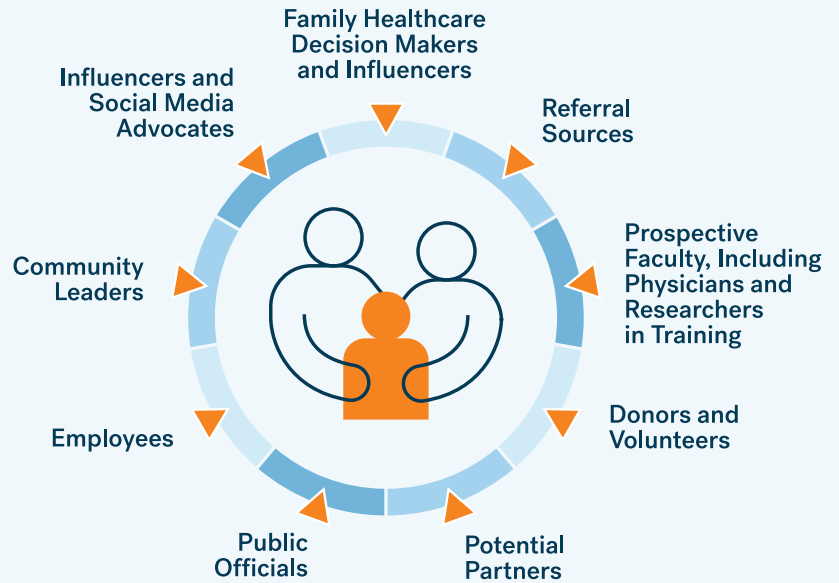
Your brand needs to authentically connect with your targeted audiences and inspire them to act. At Jarrard, we combine a human and data-driven approach to building vibrant and healthy brands. Grounded in assessments and data to identify opportunities and gaps, our strategies ensure your entire brand experience, architecture and positioning resonate with your unique internal and external audiences.

 **Grounded in Purpose**

 **Reflective of the Voice of Your Stakeholders**

 **Informed by Research**

 **Tested Against Peers**



About Us



Pattie Cuen

Senior Vice President

20+ years healthcare communications and marketing experience for nationally ranked health systems. Executive level background in digital and traditional marketing, executive communications, crisis navigation, brand and growth strategy and patient acquisition initiatives.

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Jed Lam

Senior Vice President

With 25 years of experience, Lam has led global Fortune 100 clients and cross-functional teams in custom primary and secondary research for brand strategy and marketing communication needs.

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Ian Petty

Partner, Creative Director

20+ years as creative strategist and strategic positioning expert; industry-recognized graphic and web designer.

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Jarrard is a U.S. Top 10 strategic communications consulting firm focused exclusively on healthcare and the unique opportunities and challenges inherent in this sector. Founded in 2006, the firm has worked with more than 1,800 clients across 49 states and has led communications and political strategy on \$75+ billion in announced M&A and partnership transactions. Jarrard partners with leaders across the spectrum of healthcare in high-stakes moments of growth, innovation, change and reputational/public affairs challenges. This array of specialized services is tailored to support leaders in the most impactful parts of the ecosystem that are essential in transforming U.S. healthcare for the better. Jarrard is a division of [Chartis](#), one of the nation's leading healthcare advisory firms. For more information, visit jarrardinc.com.