

Powering Rapid Market Entry & Adoption for Health Innovators

You're building the future of healthcare - smarter, more connected and radically accessible.

But getting your technology noticed and adopted by health systems and payers is a challenge in today's crowded landscape. We help health tech innovators cut through the noise, unlock rapid market traction and drive real-world adoption - so your technology transforms care, faster.

We can help.

Success in this market demands addressing the specific pain points that go beyond great technology. The **Jarrard Health Technology Integration Accelerator** is your launchpad for rapid growth—purpose-built for health tech and digital health companies ready to scale in complex health system and payer environments.

Why Jarrard? We get healthcare. Our team blends deep healthcare expertise with real-world tech experience. We're insiders - strategists, growth architects and storytellers—who know how to navigate the health ecosystem and accelerate your vision. Healthcare has been our sole focus for over 20 years.

We've guided standout organization across the healthcare ecosystem from providers to payers to innovators. And we're primed to boost your visibility and help you achieve your most ambitious business goals.



We've helped

1,800+

healthcare organizations
in 49 states



Ranked among the

Top 10

healthcare communications
firms in the country

What We Deliver

We plug in as your growth partner from day one. Together, we'll build and execute strategies that move the needle:



Value Proposition & Positioning Thesis

Craft a compelling business case that spotlights your unique edge and why it matters to buyers.



Core Message Platform

Shape a unified, high-impact narrative for your teams and clients - building trust and excitement around your solution.



Go-to-Market (GTM) Toolkit

Equip your team with everything needed to activate the market: digital-first sales assets, training and a growth roadmap.



Partnership Launch Package

Ignite your partnership with bold, multi-channel communications - internal, external and social - plus patient and champion engagement.



Change Leadership Playbook

Deploy tailored communication strategies, engagement metrics and momentum-building tools to accelerate adoption.

Interested in learning more?

JARRARDINC.COM 888.844.6274

A Tiered Approach

We offer two scopes of work, depending on your needs. Both engagements are 12 weeks in duration with defined phases for insight, activation, adoption and measurement.



Tier 1

Full-spectrum support for maximum impact - every deliverable, every insight, every advantage.



Tier 2

Streamlined engagement for speed and simplicity- focused essentials, faster decisions.

Your Jarrard Team Leads



Alex Hunter

Senior Vice President, Health Services & Technology Practice Co-Lead

25+ years leading communications strategy for technology companies. leads a team who work with companies in health technology, health IT and digital health, plus the venture capital and private equity firms that fund them.

ahunter@jarrardinc.com



Liz Nix

Associate Vice President

20+ years of experience in community outreach, health technology implementation, strategic communications and healthcare operations; background in public speaking, leadership development and experience design.

lnix@jarrardinc.com



Let's Get Started

Ready to accelerate your product adoption?

Learn more at jarrardinc.com/practices/health-services-technology, or reach out to talk with our team.

About Us

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.

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