

Building influence and protecting your brand

You want to be the choice option.

That requires being seen, heard and respected. And that calls for high-stakes storytelling to engage key audiences, measure and shape perception and drive action. Many healthcare organizations doing groundbreaking work struggle to earn the visibility to accelerate their growth.

Common challenges include:

- **Limited visibility** among key decision makers and influencers
- **Difficulty translating** complex work into compelling stories
- **Fragmented messaging** across audiences and channels
- **Missed opportunities** to shape industry and public conversations

We can help.

Our team of seasoned journalists, market researchers, public and government relations experts and digital marketing professionals focus exclusively on healthcare. We help clients define, shape and elevate their stories and tailor them to specific audiences. And, critically, we ensure those narratives align with our clients' foremost business objectives. By leveraging AI-driven insights and integrating owned, earned and shared media, we build cohesive public and media relations strategies that increase visibility, reinforce credibility and create lasting influence across the healthcare ecosystem.

OUR CAPABILITIES



Strategic Media Counsel: Support business objectives while protecting brand reputation, as we navigate the media landscape together



Thought Leadership Platforms: Position leaders and brands to shape industry conversations



Media Relations: Secure earned coverage in the channels where decision makers pay most attention



Audience-Driven Messaging: Distill the complex into stories that drive influence across key decision-makers



Integrated Media Ecosystems: Amplify high-value stories through owned, earned and shared channels for impact



Executive Visibility Support: Prepare leaders to show up with confidence and clarity



Trusted Media Relationships: Leverage established reporter and outlet connections



Measurable Results: Measure impact and target campaign strategies along the way — using perception tracking dashboards — to assure desired results using industry KPIs with customized performance metrics

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.