

Activating Your Brand for Maximum Impact

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 this nation's healthcare organizations succeed with change, challenge and growth. Fortified by Jarrard Market Research & Insights (MRI) we create intelligent strategies that result in authentic, compelling brands.

A Specialized Team

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 capabilities include:

Brand Positioning and Architecture • Brand Measurement Using Jarrard MRI • Digital Marketing From websites to Messaging Framework • Thought Leadership and Public Relations • Brand Launch, Visual Identity and Naming • Philanthropy Strategy • Sales Support

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

Ranked among the
Top 10
healthcare communications
firms in the country

WITH US, HEALTHCARE ORGANIZATIONS:

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

Our Research Differentiators



Creative & 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.



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 & Insights

Our in-house 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.

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



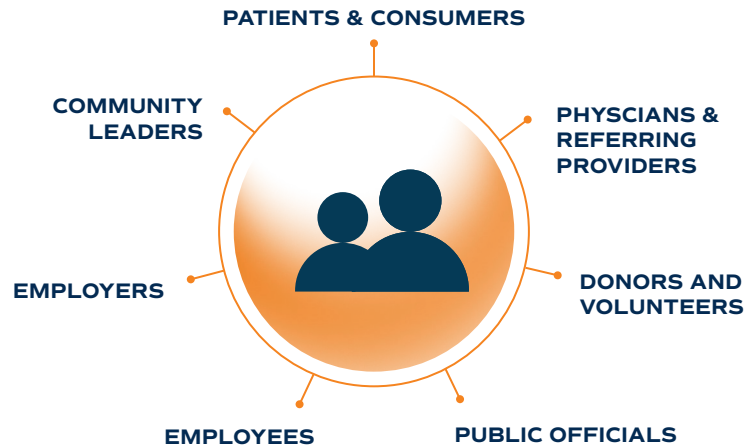
Reflective of the Voice of Your Stakeholders



Informed by Research



Tested Against Peers



About Jarrard

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. For two decades, Jarrard has partnered 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.

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

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Tricia Geraghty

SENIOR VICE PRESIDENT

20+ years leading brand strategy, marketing transformation, and enterprise growth. Geraghty blends deep expertise in customer insights with messaging, communications strategy and organizational alignment. With her guidance, leaders translate complex strategy into clear, effective storytelling that builds trust and drives results.

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Jed Lam

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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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