



We understand the complex pressures that drive the healthcare industry, the imperative for effective action, and the importance of winning.

Jarrard Phillips Cate & Hancock Inc. is a national healthcare public affairs firm singularly focused on helping leaders of hospitals and healthcare providers successfully navigate communications challenges during times of significant change or extraordinary opportunity.

Over the last decade, our professionals have developed and run healthcare campaigns for hospitals and healthcare companies across 30 states. We bring the intensity, smarts and discipline of winning political campaigns to the healthcare arena.

REPUTATION MANAGEMENT

Your reputation is the measure of trust your audiences hold in you. It is the capital you spend to get things done. We help you measure, use, build or repair the reputation of your hospital or healthcare company to achieve your goals.

MERGERS & ACQUISITIONS

The successful merger, sale or purchase of a hospital is the result of a well-orchestrated political campaign. We've managed more hospital M&A transactions in more states than any other healthcare public affairs firm.

ISSUE MANAGEMENT

A great opportunity can come with great challenges. And despite your best efforts, financial challenges, union struggles, CON battles, medical errors and more can beset your hospital or healthcare company. These issues require focused, disciplined campaigns to win. We are experienced firefighters.

POSITIONING & LAUNCHES

You get one shot. The right positioning and launch of a new healthcare idea, company or service facility is key to success in this hotly competitive environment.

Persuasive, action-causing healthcare communications are built on the foundation of a thoughtful overarching strategy. We understand that the delivery of healthcare is rife with complex, powerful and dynamic political issues – and we know how to make them work for you. With you, we will create a customized campaign that focuses on four core elements:

Assessment: Taking a critical look at the environment in which you operate – competitors, audiences, community decision makers – we will work with you to define a clear 'win.'

Organization: We partner with you to assemble the right mix of resources – including a strong campaign team, a strategy for action and a set of core messages – that becomes the basis for every step we take.

Deployment: Armed with those resources, we coordinate a consistent yet flexible campaign that mobilizes supporters, neutralizes opponents, changes minds and affects outcomes.

Win: Our goal is always to get the vote, close the deal or bolster your standing in the community. With that accomplished, we will continue to analyze ways to capitalize on the relationships you've built and the awareness you've gained.