

# Growth Accelerator

You're in growth mode, solving some of the industry's most pressing challenges. A critical first step to getting there is aligning your team on a compelling value proposition and positioning strategies that will advance your company's growth goals.

Time is of the essence. To successfully differentiate yourself in a crowded market, you must swiftly mature your brand and chart a path to support value creation and expansion.

## We can help.

We start by aligning leadership to your organization's desired future state and defining the persuasive value propositions for audiences that matter. Our gap analysis between your present and ideal positioning examines your culture, reputation, competition and overall approach to sales, marketing and communications. This intelligence informs our strategy to intentionally – yet swiftly – evolve your current brand and identifies the proper internal structure, tactics, tools and channels to invest in so you can advance your business goals.

Armed with a roadmap – we can either deliver on or guide your team through plan execution.



## Your Results

With us, measurable results can be:



Define company value propositions by key audiences



Reposition/recast to reflect brand maturity and desired growth



Accelerate value creation and growth



Seize opportunities to make healthcare better

Trusted strategic communications consulting devoted to healthcare providers.

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## Our Process

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### Learn 30 Days

We gain insight on your growth goals and market position today versus tomorrow through:

- » Leadership strategy session
- » Leadership and employee polling
- » Stakeholder interviews
- » Competitive analysis
- » Review of plans for growth
- » Review of current marketing and communications materials and channels



### Build 30 Days

From that knowledge, we construct an assessment report and work to align your leadership on priorities moving forward. That report includes:

- » Topline findings from gap analysis
- » Detailed research
- » Core message platform
- » Recommended priorities to recast the company for growth



### Activate 30 Days

We develop a detailed roadmap reflecting agreed-upon priorities with milestones, budgets, timelines – and metrics to measure success. From there, depending on your internal resources, we are prepared to serve in an advisory capacity and/or manage tactical execution of the plans we have created together.

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## About Us

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With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 600 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms.

For more information, visit [jarrardinc.com](http://jarrardinc.com) or follow us @JarrardInc.

Interested in learning more?

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