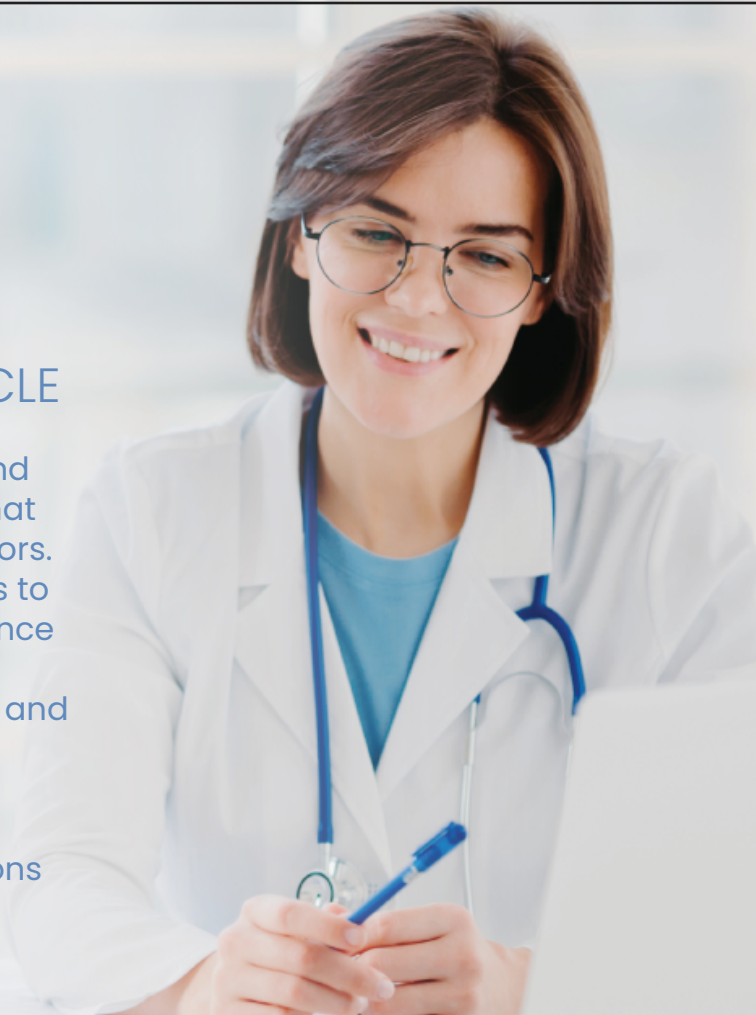




BUILDING THE FUTURE SHORTEN THE HOSPITAL SALES CYCLE

Groundswell Health provides trusted, credible and effective marketing strategies and content so that your products and services rise above competitors. For some companies, it can take 12 to 24 months to get through a hospital's sales cycle. Our experience building trust with hospital leaders delivers real impact for teams wanting to enhance influence and reputation and earn new sales and clients.

Groundswell Health partners with companies to make sure your brand and core value propositions resonate and have traction with the right decision-makers.



INFLUENCING DECISION-MAKERS

Create a halo of influence and thought leadership around your company so that hospitals' clinical, operations, IT and financial leaders understand that your company can be a trusted collaborator, not just another vendor or third-party service.



Rely on compelling, results-oriented content that combines a deep understanding of the health care industry's complexity, trends and politics with the ability to synthesize and simplify messages.



From digital ads to sales pitches, we create the right message for the right audience in the right place using a unique approach to develop and deploy convincing messages for your target audiences.



We partner with your sales teams and channel partners so they have the content they need to influence and convince and, ultimately, succeed.

Groundswell Health is a full-service marketing and strategic communications firm specializing in distilling complex health care industry issues into concise, meaningful messaging designed to instill trust and knowledge. We have worked in and for hospitals and health care institutions as marketing, communications, advocacy, and public policy professionals. Let us use our experience and insight to position your company for success.



Growing Organizational Influence

STRATEGIC COMMUNICATIONS WITH CRITICAL RELEVANCE

Groundswell Health has an innovative model of building and deploying clear and concise messages to build influence. Our agile communications model supports internal teams, augments their capacity, and delivers results.



WORKING ACROSS THE HEALTH CARE INDUSTRY

The Groundswell Health team's experience covers a broad spectrum of the health care industry. We specialize in helping clients engage hard-to-reach audiences. Our approach involves taking complex issues and making them compelling, comprehensive, and comprehensible.



STRATEGY Public Policy and Government Affairs

Enhance the power of your government relations team. We create results-oriented content that combines a deep understanding of the health care industry's complexity, trends, and politics with the ability to synthesize and simplify message to influence.



BUSINESS GROWTH Solutions for Businesses

Hospital decision-makers include a variety of executive leaders with an array of functions and responsibilities. They make up a buying group, and each member has a significant voice in the buying process. Our solutions efficiently target each member to rapidly advance the buying process.



PATIENT VOLUME Solutions for Providers

Groundswell Health's focus on key service lines helps patients recognize the valuable health care services your facility offers. Quickly and succinctly. Targeted with precision, we remove excessive costs and drive volume for providers looking for trusted health services.