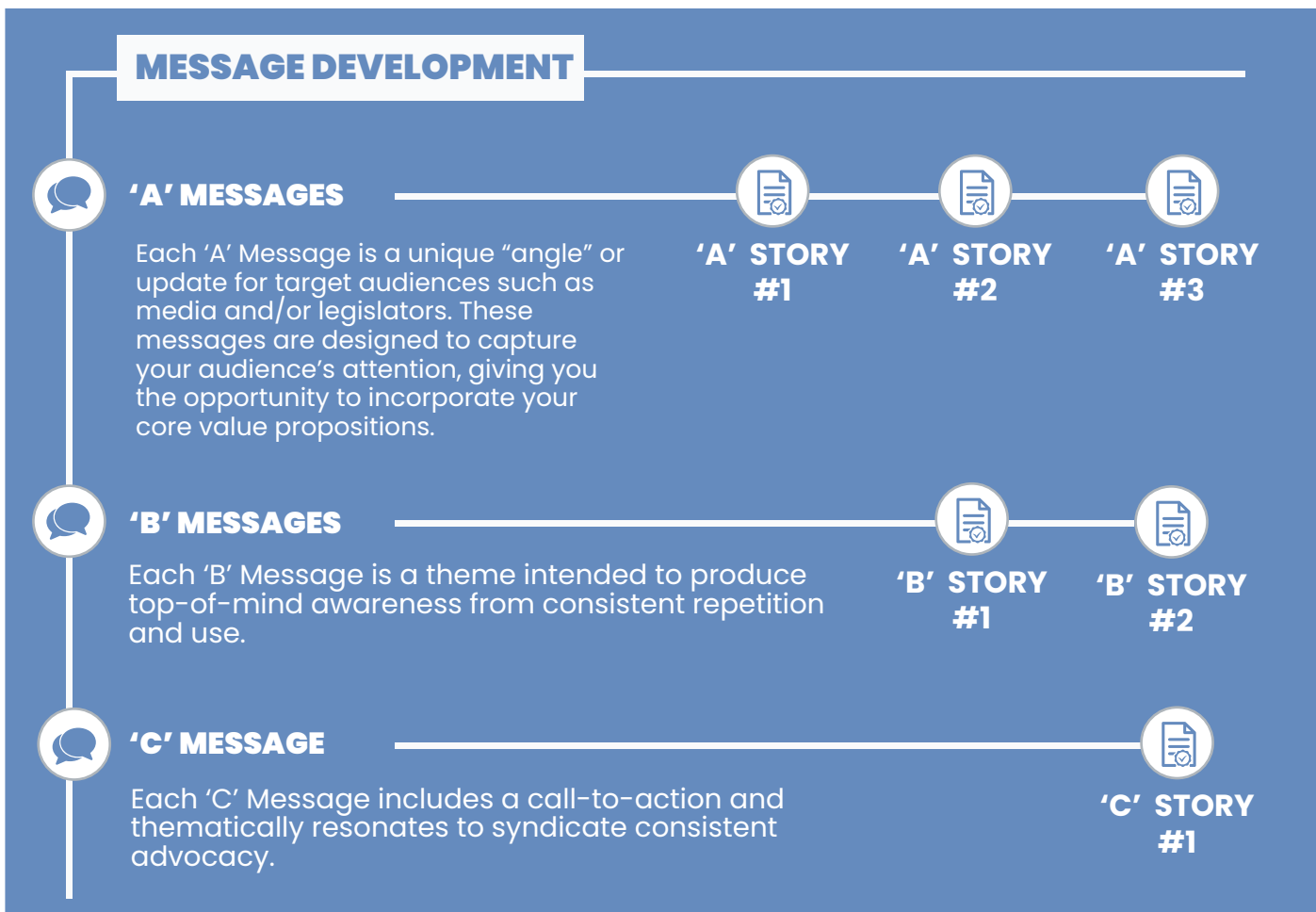


# GROUNDSWELL HEALTH'S AGILE COMMUNICATIONS PROCESS

**BUILDING THE RIGHT PATH TO ENSURE YOUR TARGET AUDIENCES ARE ENGAGING WITH YOUR CONTENT.**

Today's marketplace is filled with more media noise than ever. Groundswell Health gives your teams the tools to deliver your message quickly and clearly into the market to create a big impression.



## TARGET AUDIENCES

Optimize messaging for buying groups, influencers, and other stakeholders.

Move each simultaneously to ensure top-of-mind awareness when they reach their trigger points.



## CHANNELS

Quickly and easily synchronize messaging across multiple platforms such as traditional media, social and digital media, and other outlets.



# GROWING ORGANIZATIONAL INFLUENCE

STRATEGIC COMMUNICATIONS WITH CRITICAL RELEVANCE

Groundswell Health has an innovative model of building and deploying clear and concise messages to grow 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.

## CONTACT US

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