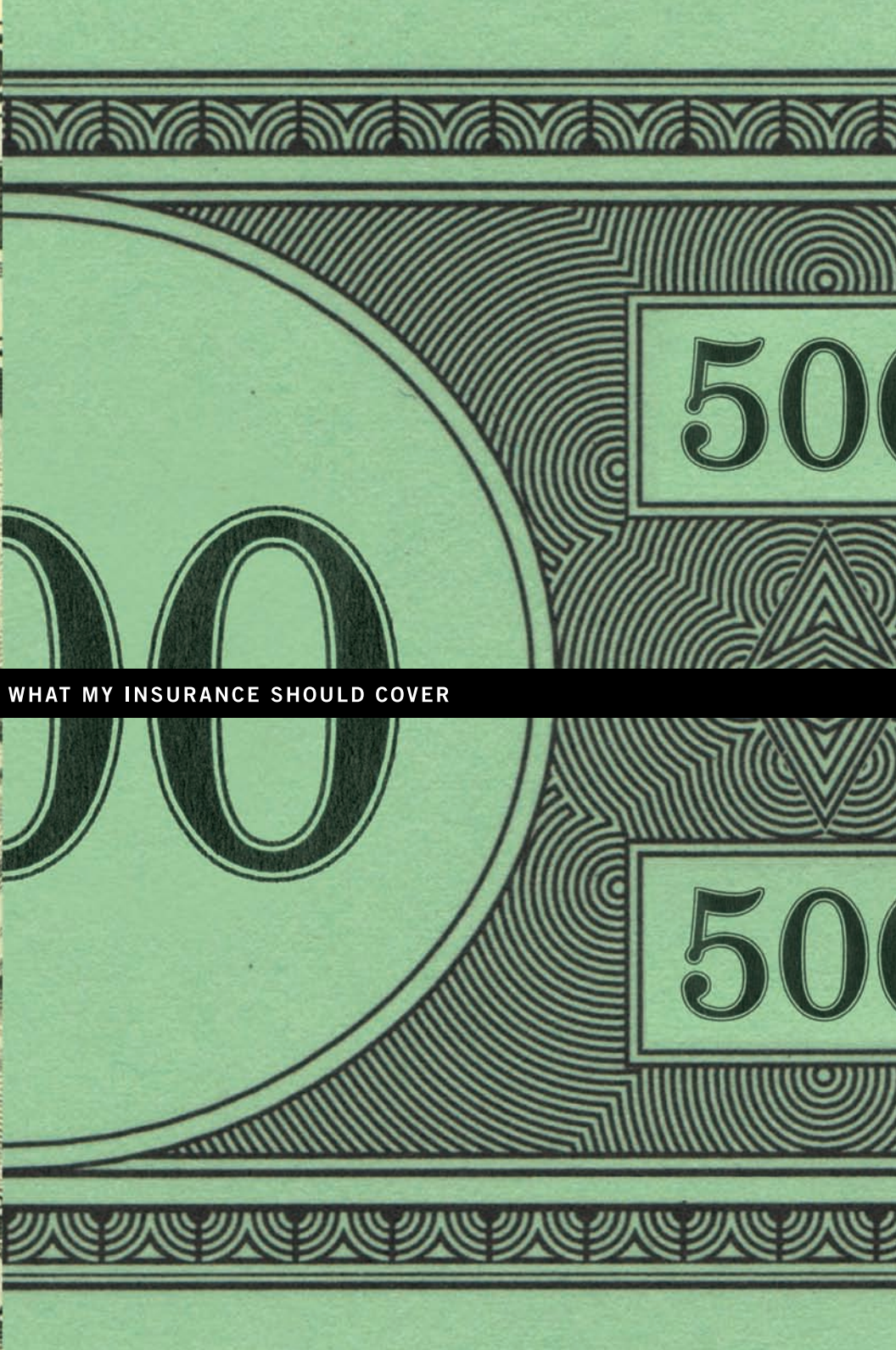


**Effective PR has a lot to do with  
managing contradictions.**





WHAT I SHOULD PAY VS. WHAT MY INSURANCE SHOULD COVER



QUALITY CARE VS. PATIENT EXPECTATIONS





I WANT VS. I SHOULD



Every day you  
face challenges  
that seem  
irreconcilable.

Intense regulation, new competition, changing business models, and heavy cost pressures – these are the factors that often pit one side vs. another: health systems vs. payors, primary care physicians vs. specialists, unions vs. hospitals, health IT companies vs. regulators, nonprofits vs. for-profits.

The truth is you live in an intensely capitalistic, private enterprise-based health care system that people view largely as a public utility with social responsibilities.

# The ultimate contradiction.

At the same time, so many areas of health care are also filled with opportunities. Unhealthy people are restored and made well. Disease and illness can be prevented with the right approach. Expensive treatments can be replaced with diet and exercise. Desperation can be replaced with hope.

## To go a step further:

Hospitals must be profitable, but they can be vilified if it looks like they make too much.

Patients want the best doctors, but don't want to pay more than \$10 for a visit.

Employers demand lower premiums matched with unlimited choice for their employees, and they don't see the disconnect.

Keeping up with tomorrow's technology is a must, but hospitals need capital to pay for it, and earning a margin is tougher than ever.

Health IT companies need to spur sales, but adoption can be slow and implementation even slower.

And when it comes to PR, it's sometimes easier to tell when your PR isn't working than when it is.

# So, where do we go from here?

Every day, you face truly complex communication challenges, and often it's the subtleties that can make or break your organization's reputation.

**We are expert at navigating complexity,**

**managing contradictions,  
and as simple as it sounds,  
helping you achieve  
your goals.**

If you are considering Revive,  
this is what you should know  
about us.

# We get it.

All we do is health care. We know your business inside and out. We craft smart strategies that rely on PR, engagement marketing, and reputation management that achieve our clients' business goals. And we do that for hospitals and health systems, physicians and health IT companies, wellness and health services companies of all stripes. Like you, we live in this world and we understand the big opportunities and tough challenges before us. Seasoned, expert strategic counselors lead every engagement.

# We've learned the hard way how to translate health care into simple English.

We know how to communicate with employers, brokers, benefits consultants, and others who pay for health care and decide what will be covered by insurance. We know how to explain new models of care like ACOs and medical homes in terms that people understand. We know how to take education about wellness and spur people to action, not just awareness. We know how to make benefits real, tangible, and understandable.

It's a stretch to say we've seen it all, yet

**we've worked on every  
type of engagement,  
every major issue,  
for every type of  
health care company.**

We've dealt with nearly every type of business challenge in nearly every sector of health services. We've designed and implemented communication strategies for wellness initiatives, disease management programs, and clinical integration efforts. We've rolled out EMRs and PACS and every type of technology you can imagine. We've managed mergers, acquisitions, divestitures, and transactions of every variety. And we've had success with every type of managed care issue.

The landscape moves so fast, you can't afford your PR firm to have a learning curve of any kind. At Revive, we have the right experience to tackle your organization's challenge.

**If you need smart  
health care PR experts  
working for you, let's talk.**

**805 617 2832**

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