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California PR firm opening Nashville office

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Health care services shop hires Hall Strategies principal

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California-based Revive Public Relations is looking to lure some of Nashville's senior health care PR talent into its new office in Music City.

Revive, which works only with health care services firms, is scouting for office space to house an initial staff of four to five workers, including its first hire — former Healthways' Senior Director of Corporate Communications and Hall Strategies Principal [Kriste Goad](#) [2], who will serve as senior vice president.

Revive President Brandon Edwards said the agency had been looking to make strategic senior-level hires like Goad for the past 18 months but found that, given the state of the housing market, their would-be workers were unable to relocate. So Edwards decided to open an office where his target talent already lives.

"And if you look at Nashville, it's sort of a no-brainer compared to anywhere else in the country," Edwards said.

In addition to Goad, Edwards said Revive will hire "at least one more very senior person" for its Nashville office within the next three or four months. If business goes well, Edwards plans to have as many as 10 to 12 Nashville workers.

In total, **Revive** [3] now has a staff of 15. Its national health care services client base includes Nashville's Vanguard Health Systems, as well as two other Tennessee companies, Edwards said. The firm has also worked with HCA in the past.