

# Issue Navigation

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One poorly managed crisis or major issue can damage the good reputation and momentum you've spent years building.

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## We can help.

Our crisis and government relations experts have worked alongside hundreds of healthcare leaders to anticipate and navigate the toughest issues they have today, including government investigations, data breaches, certificates of need, labor issues, medical errors and other high-stakes situations.



## Planning for Issues

We arm healthcare leaders with concrete communications and government relations plans to solve strategically significant regulatory puzzles or prepare for crises before they ever surface.



## Crisis in the Moment

When you have an issue already in progress, time is of the essence. We immediately assemble a custom team of advisers, ready to walk alongside you 24/7. Our seasoned counselors provide guidance and tools to tackle high-stakes situations confidently and protect the trust your organization has earned among employees, physicians, patients and the community.

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## About Us

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Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 400 healthcare organizations across the country through high-stakes moments, including leading communications for more than \$45 billion in announced hospital M&A. Our team of former journalists, political operatives and healthcare executives is built to serve the unique needs and challenges of national health systems and academic medical centers; regional and community health systems; and health services companies.

*Trusted strategic communications consulting  
devoted to healthcare providers.*

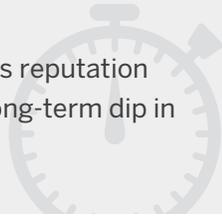
## Client Success Stories

### 60 Minutes

**THE CHALLENGE:** A large for-profit health system was facing an 18-month investigation by 60 Minutes journalists who were scrutinizing admissions practices.

**THE SOLUTION:** We prepared investors, members of the media and leaders for the coming story. We also trained a company executive to appear on-air with a response, minimizing its impact.

**THE RESULT:** The health system's reputation remained intact and suffered no long-term dip in its stock price.

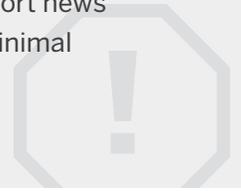


### Patient Abuse

**THE CHALLENGE:** A confrontation between a security officer and a patient at a large urban hospital resulted in the patient's death.

**THE SOLUTION:** We developed a proactive communications strategy to build trust with reporters and members of the community. We also provided one-on-one training for a physician spokesman.

**THE RESULT:** The story had a short news cycle and the hospital suffered minimal reputational damage.

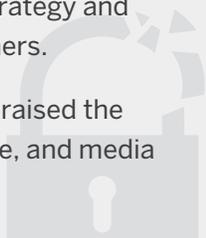


### Data Breach

**THE CHALLENGE:** A national healthcare services company suffered a privacy breach that compromised the private health information of thousands of patients.

**THE SOLUTION:** We worked with the company's legal, compliance and communications team to develop a transparent disclosure strategy and effectively notify patients and partners.

**THE RESULT:** Trade publications praised the company's quick, effective response, and media coverage was minimal.

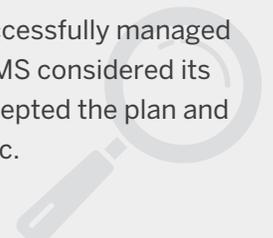


### CMS Investigation

**THE CHALLENGE:** A regional health system faced an immediate jeopardy notice from CMS about one of its labs.

**THE SOLUTION:** We created internal and external communications plans, media-trained leaders and prepared communications materials.

**THE RESULT:** The system successfully managed internal communications as CMS considered its response. Ultimately, CMS accepted the plan and the issue did not become public.



Interested in learning more?

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