

Digital Coaching

Digital is re-energizing healthcare, enabling smarter, better and faster experiences for consumers and employees alike. The challenge, however, is incorporating transformative interactive elements into current strategies within hospitals and healthcare organizations.

Healthcare leaders today face a surfeit of options when it comes to investing in digital. That's where they need a trusted guide to sort through the noise, simplify the complex and help them make high-stakes, expensive decisions with confidence.

We can help.

You're seeking objective, strategic and tactical guidance to make smart investments that maximize potential and tie into your organization's overarching business goals. Led by one of the healthcare industry's top foremost digital marketing experts, our team offers high-caliber coaching for all lengths of engagements – on-the-spot counsel, strategic planning, crisis management and ongoing support. We're available for consultations, workshops, online education and vendor recommendations.



Our Capabilities

In addition to our general coaching, we offer three signature digital packages:



Online Reputation

Build and deliver a comprehensive report, followed by training, coaching and assistance with execution



Digital Maturity Assessment

Establish maturity quotient and prepare robust report with topline findings and recommendations



Patient Acquisition

Produce digital strategy to help you find patients and your patients find you, assisting with execution as desired

Trusted strategic communications consulting
devoted to healthcare providers.

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HANCOCK

Additional Work

-  Technology Roadmap
-  Consumer Journey Mapping
-  Online Compliance and Accessibility Consulting
-  Technology Spec Development and Vendor Selection
-  Digital/Social Media Strategy
-  KPI Identification and Measurement Strategy Development
-  Media Buy Consulting

About Us



Reed Smith

Vice President, Digital Strategy

A nationally recognized digital transformation expert, Reed Smith's work lies at the intersection of change management, patient experience and consumer behavior in healthcare. At Jarrard Inc. Smith leads a team who help clients answer the question, "How do people want to connect with us?" and then builds strategic plans using digital tools to make those connections.

Prior to joining the firm, Smith spent 15+ years in healthcare marketing as a hospital marketing director, a product development chief for the Texas Hospital Association and an independent strategist to large healthcare brands.

He is a founding advisory board member for both the Mayo Clinic Social Media Network and the health & wellness track at the SXSW® Interactive Festival, and founder of the Social Health Institute.

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 500 healthcare organizations across the country through high-stakes moments, including M&A, crisis, significant growth, and systemic internal change. 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.

Interested in learning more?

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