

We Help Strengthen Your Core, Getting it *Right from the Start*



These First 3 Steps Are Core to Your Success



	1 BRAND & BUSINESS STRATEGY	2 COMMUNICATIONS STRATEGY & PLANNING	3 CORE MESSAGING & VISUALIZATIONS
GOALS	<ul style="list-style-type: none"> Clearly articulate the problems to be solved Develop ownable and sustainable strategy to solve key customer, brand and business problems 	<ul style="list-style-type: none"> Identify high-priority stakeholders, understand their needs, and plan interventions to change behaviors Improve performance by monitoring and evaluating against KPIs 	<ul style="list-style-type: none"> Align core communications elements with objectives, brand and culture Ensure clarity and consistency across programs, channels and audiences Engage and influence high-priority stakeholders
STANDARD DELIVERABLES	<ul style="list-style-type: none"> Strategic Business Plan Product Marketing Plan Business Case Positioning Recommendation 	<ul style="list-style-type: none"> Strategic Communications Plan (external audiences, incl. Investor Relations) Communications & Change Plan (internal audiences) Stakeholder Needs Assessment Measurement Framework 	<ul style="list-style-type: none"> Core Lexicon & Key Messages Core Visuals & Creative Concepts Core Presentations & Slide Library Training & Coaching



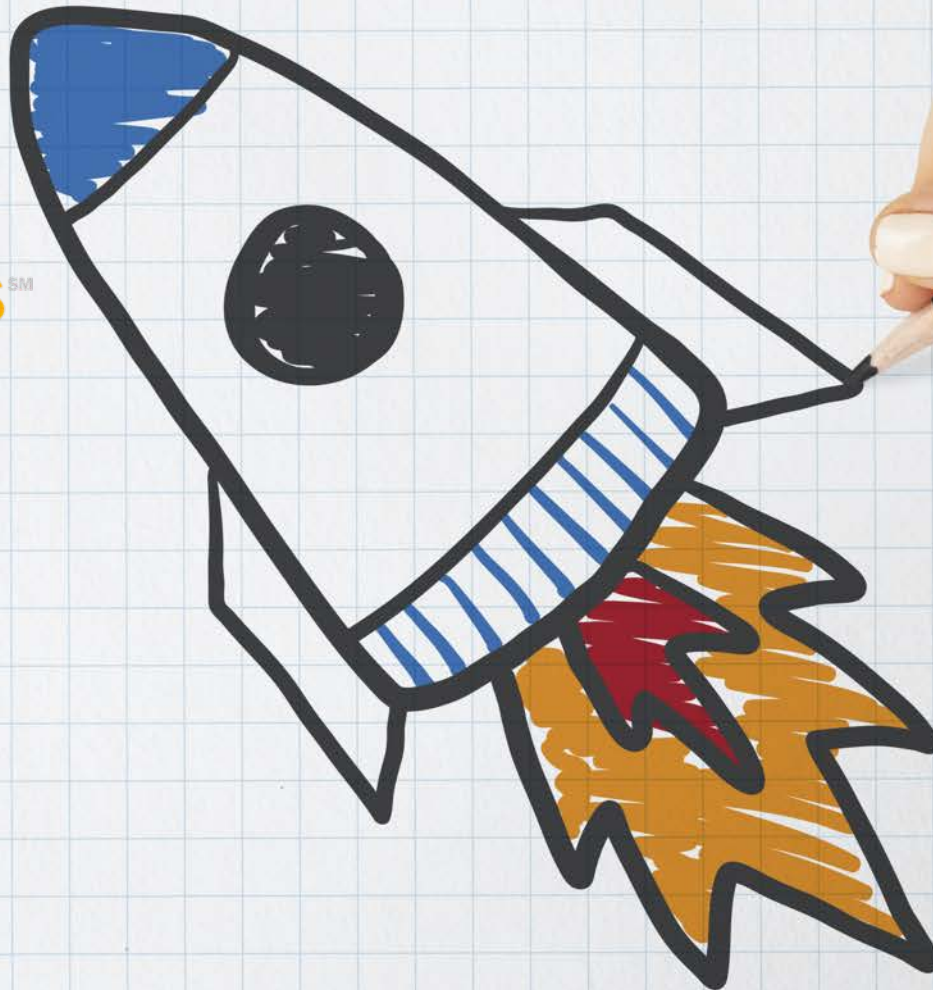
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