

## **A CONSTANT PRESENCE IN A CHANGING INDUSTRY**



Since the firm's founding in 1997, Rasky Baerlein Strategic Communications has provided expertise and insight to diverse healthcare organizations representing the many sectors of the industry. We help payers, providers, nonprofit organizations and healthcare delivery systems navigate the local and national complex and competitive healthcare marketplace so they can better anticipate and serve the needs of their key audiences.

***Ideas. Actions. Results.***

## Client Partnerships Have Included:



MASSACHUSETTS



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## Why Rasky Baerlein?

From strategic communications counsel to advocating for key public policy issues, we offer a wide range of services to our healthcare clients including:

- Message Development
- Internal Communications
- Media Relations
- Community Relations
- Brand Marketing
- Advocacy Outreach
- Government Relations
- Crisis Planning & Management

Our collaborations with clients have included all aspects of campaign management, from the coordination of internal and external communications activities to outreach to key influencers and advocates including state and federal elected officials, industry leadership, the media, patients and consumers. We also work with organizations to avert and manage crisis situations such as staff impropriety, medical malfeasance and the preparation of infectious disease containment plans at hospitals.

## Our Promise

Healthcare organizations can rely on Rasky Baerlein to provide the guidance and counsel that supports their business objectives, protects and enhances their reputation and positively impacts their relationships with constituents.



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