

Healthcare Specialty Offerings



Public Health

Influencing Attitudes. Changing Behaviors.

Weber Shandwick and Powell Tate, our public affairs specialty unit of The Weber Shandwick Collective, bring decades of deep experience in public health, supporting initiatives across state, federal, and global health agencies as well as partnering with nonprofits and foundations committed to tackling the most pressing public health challenges around the world.

Our public health experts engage key audiences, driving powerful campaigns to help shape attitudes and motivate actions that improve health in local, national and global communities. We mitigate risk and change behaviors around the issues that matter most in our societies.

We are rigorous when it comes to understanding knowledge, attitudes, and behaviors of people, healthcare providers, policymakers, influencers and community stakeholders. We create content and tell stories that are emotionally resonant and immediately relevant.

We are proud to partner with organizations that shape public health across key sectors, including:



Supporting multifaceted public health initiatives for a variety of federal health agencies such as the Centers for Disease Control and Prevention, the Centers for Medicaid & Medicare Services, the Food and Drug Administration, the US Department of Agriculture and other Department of Health and Human Services agencies to help promote the health and well-being of our communities.



Partnering with some of the world's leading philanthropic organizations, including the Bill & Melinda Gates Foundation and Bloomberg Philanthropies to advance progress against some of our greatest health challenges around the world.



Engaging with nonprofits, foundations and public-private partnerships to mobilize action, such as Access Accelerated, Alzheimer's Association, American Cancer Society, American College of Surgeons, American Heart Association, the Global Fund to Fight AIDS, TB and Malaria, International Society on Thrombosis & Haemostasis, Pan American Health Association; the Partnership for Patients Initiative, Plan International, Save the Children, UNICEF and World Health Organization.



Our subject matter expertise is vast, capturing a variety of diseases and health issues, including:

- Access to medicines
- Addiction
- Alzheimer’s disease
- Cancer
- Cardiovascular disease
- Covid-19
- Climate impacts on health
- Diabetes
- Food insecurity and (mal) nutrition
- HCP engagement
- Health inequity
- Hepatitis (A, B & C)
- Injury and violence prevention
- Malaria
- Maternal health
- Meningitis
- Mental health
- Neglected tropical diseases
- Obesity
- Rheumatoid arthritis
- Sexual and reproduction health
- Tobacco prevention and regulation
- Tuberculosis
- Vaccination

A sampling of our public health work includes:

CDC’s National Center for Immunization and Respiratory Disease, supporting CDC in bringing childhood vaccination rates back to pre-pandemic levels

CMS HealthCare.gov, partnering with CMS to enroll more than 31 million Americans, effectively increasing insurance coverage for African Americans, Asian Americans and Latino audiences, who have historically enrolled at much lower rates

FDA Center for Tobacco Products, providing strategic guidance for regulatory tobacco announcements, creative development of educational materials for the public and stakeholders and paid media strategy and execution

CDC’s Division of Viral Hepatitis, conducting comprehensive communications science and program planning support to promote CDC recommendations for screening and linkage to care for hepatitis B and C, as well as address hepatitis A outbreaks

USDA Food and Nutrition Service, engaging low-income teen audiences on nutrition to support healthy eating for USFNS

Veterans Health Administration, reducing the incidences of early elective delivery for VHA

Novartis, increasing vaccination rates for meningococcal diseases

Merck for Mothers, decreasing maternal mortality through partner engagement

We’re known for our:

- Research-based, culturally appropriate public health message development and high-quality program and content planning, implementation and evaluation with in-house multicultural and diverse population marketing specialists
- Award-winning, multi-platform public education and behavior change campaigns
- Expertise in audience segmentation, messages and materials testing
- Unparalleled, digital-first experience with a rich understanding of how people consume information
- Track record on access and health-equity issues

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Global Health

Improving Health for All.

We work with clients to drive transformative change that benefits patients globally and strengthens health systems sustainably.

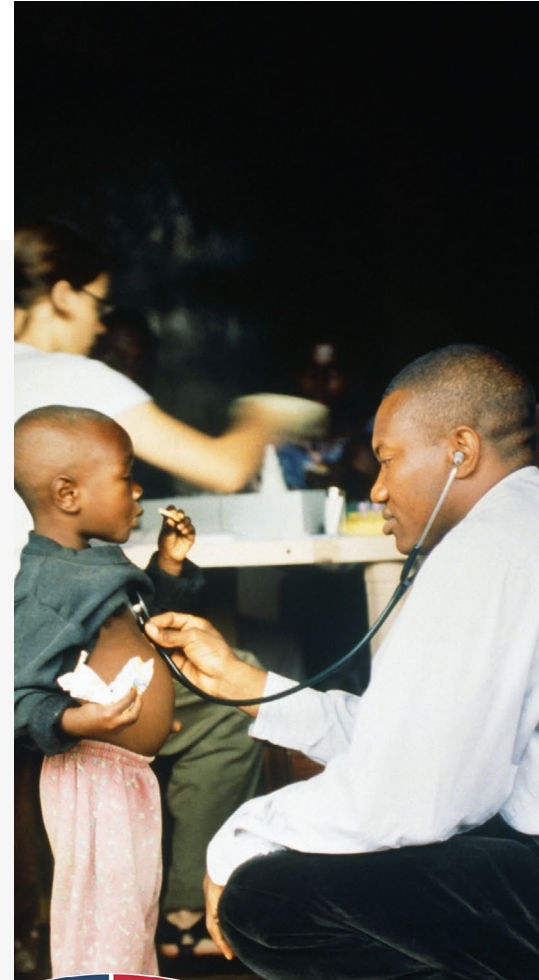
Powered by specialist talent across our social impact and health care teams, at Weber Shandwick – and Powell Tate, our public affairs specialty unit of the Weber Shandwick Collective – our global health experts understand the need for cross-sector, holistic solutions that improve health for all people.

We are energized by opportunities to engage across the public, private and social sectors to tackle global challenges and help achieve the United Nations’ Sustainable Development Goals (SDGs). From strengthening health systems to improving maternal and child health to ensuring lifesaving medicines reach those who need them most to helping place basic nutrition higher on the global agenda, our experts are focused on ways we can accelerate client strategies to lift and protect the health and well-being of communities worldwide.

To do this, we don’t just create campaigns, we deliver integrated and holistic solutions at the international, regional and local levels that combine our strategic, digital, creative and issues area expertise.

Our client engagements span all 17 of the UN SDGs, with a particular focus on SDG 3 – to ensure healthy lives and promote well-being for all at all ages. We are proud that we’ve had the opportunity to:

- Partner with the organizations shaping public health at all levels, from the World Health Organization to the City Cancer Challenge, and engage with public-private partnerships to mobilize cross-sector action for non-communicable diseases, like Access Accelerated;
- Partner with some of the world’s leading philanthropic organizations including Bloomberg Philanthropies, the Bill & Melinda Gates Foundation and the Rockefeller Foundation to advance social and public health issues; and
- Work with the global biopharmaceutical companies to reduce barriers to life-saving diagnostics and treatments, and increase visibility for solutions that can scale for greater impact.



Our global health work includes:

Access Accelerated: Advancing sustainable solutions to reduce the non-communicable disease burden in low- and middle-income countries.

Action Aid: Educating people and raising awareness about female genital mutilation.

Bill & Melinda Gates Foundation: Partnering across the global health portfolio for over a decade, including work on immunization equity, nutrition, polio eradication and water and sanitation.

City Cancer Challenge: Enhancing cancer services and closing access gaps with innovative, city-level approaches.

MSD for Mothers: Improving quality of care and reducing maternal mortality in India.

Project ECHO: Building global awareness and fundraising for ECHO, a technology that links medical specialists with local providers using multi-point video conferencing, so that patients in global and rural communities can access specialist care for complex conditions.

Save the Children: Engaging global consumers on actions that end childhood: early pregnancy, conflict and forced labor.

USAID - Feed the Future: Amplifying government, businesses, civil society, and universities' progress to end global hunger and enhance food security.

World Health Organization: Raising political and public awareness to end violence against women globally.

World Health Organization & International Olympic Committee: Uniting athletes and experts to save lives from COVID-19 in Latin America through the #HealthyTogether campaign.

Our team brings the skills and experience to catalyze change:

Our team brings extensive public health experience engaging audiences, driving powerful earned-first campaigns, shaping attitudes, and motivating people and decision-makers to take action to improve health in local, national and global communities. We offer deep experience with:

- Advocacy/public affairs
- Corporate purpose and ESG strategy
- Fundraising and resource mobilization
- Global media relations
- Health policy analysis
- Integrated, cross-channel engagement campaigns
- Narrative and positioning
- Patient engagement and partnerships
- Stakeholder and influencer mapping
- Thought leadership and executive visibility

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Healthcare Public Affairs and Patient Advocacy

From Insight to Impact.

Healthcare is undergoing a radical transformation. How organizations respond has a direct impact on their reputation. At Powell Tate, the specialty public affairs unit of The Weber Shandwick Collective, and across Weber Shandwick, we join forces with health care companies, advocacy groups, nonprofits and foundations, coalitions, national trade associations and government agencies to elevate critical healthcare conversations and mobilize audiences when it matters most.

Our healthcare public affairs team understands the industry – from bedside to boardroom – enabling us to help clients navigate this new environment and establish a lasting impression with patients, physicians, providers, policymakers and the public.

We are nimble, data-driven, and led by people who understand the intersection of fast-changing political environments; structural inequities; complex health policy debates; emerging cultural trends; the important role of third-party stakeholders; and the implications of the digital transformation of healthcare. We mitigate risk and catalyze action around the issues critical to our clients and society.

Health care public affairs requires an integrated approach. Our health care public affairs and patient advocacy practice offers:



Integrated campaign solutions. We deliver truly integrated and holistic solutions across our various specialty offerings including strategy, research, media, digital, science, creative, design, analytics, employee engagement and crisis management.



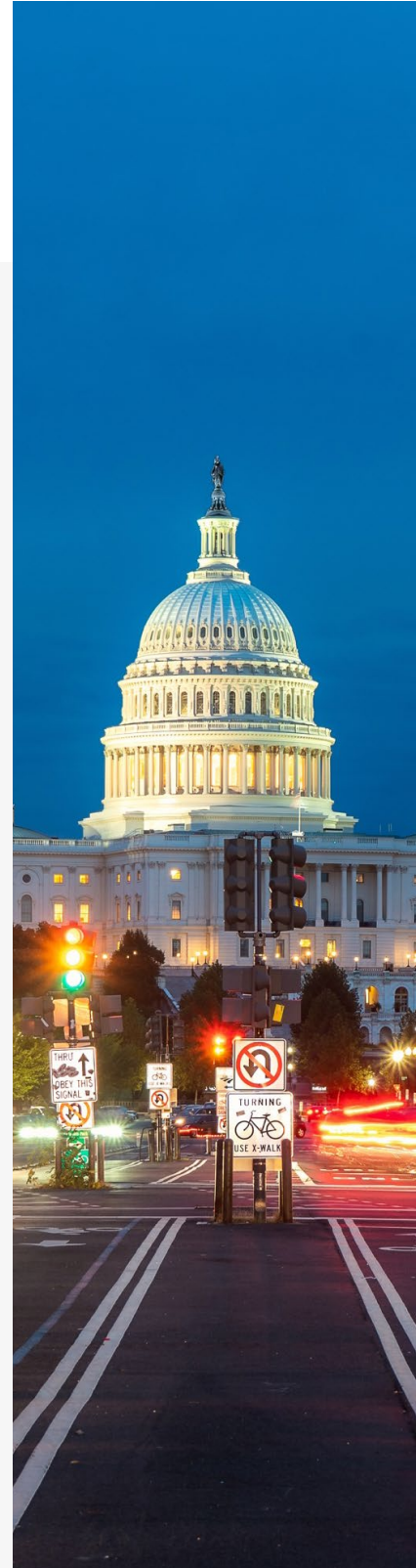
An interconnected, global environment. We help our clients navigate complex political systems and institutions, from parliaments and presidents to multilateral institutions and global organizations.



Experience spanning the health spectrum. We have designed successful patient advocacy campaigns, crafted public affairs programs about pressing health policy issues and launched provider education programs. Our team of seasoned communicators includes former staff from federal agencies, campaigns, statehouses, governors' offices, journalists, and public health experts.



A deep bench. Our health care public affairs experts include a dedicated team that monitors U.S. health policy, pricing and access, policy news and trends, and provides network-wide counsel on the intricacies of health policy and pricing landscape.



Expertise

- Access and pricing
- Global health and global health policy
- Health equity and structural inequities
- Public health and public sector
- State and federal health policy and regulatory environment

Skills

- Advocacy relations
- Crisis and issues management
- Data-driven insights and measurement
- Organizational reputation
- Thought leadership and executive visibility

A sampling of our public affairs and patient advocacy work includes:

Pharmaceutical Advocacy Organization, provide support across paid, digital, content development, creative and a robust insights and analytics program to support federal policy and public affairs initiatives

Bristol Myers Squibb, augmenting U.S. policy goals by building a multi-pronged strategy to drive longterm impact and bolster reputation with US policy audiences

Pfizer, coordinated cancer care, healthy equity and aging advocacy groups to find consensus among stakeholders to improve care for older cancer patients

Working Group on Pharmaceutical Safety, built a coalition of specialty pharmacies to support efforts to reign in compounding pharmacies after contaminated steroid injections harmed patients

EU Idiopathic Pulmonary Fibrosis (IPF), placed IPF on the policy debate in EU and supported the launch of the first European IPF Charter and created EU-IPFF Foundation

Access Accelerated, developed the branding and communications strategy to bring more than 20 biopharmaceutical companies together to address non-communicable diseases in low- and middle-income countries

Janssen Pharmaceuticals, Inc., built thought leadership and use high-impact platforms to advocate for policy solutions to improve care for those with mental illness

Galapagos, set and implemented policy and patient advocacy priorities ahead of new drug launch

Sanofi and Regeneron, created 'Agents of Change' grants challenge to engage patients and policymakers to partner with the company to solve problems for atopic dermatitis patients

Orchard Therapeutics, provided communications and advocacy support for a differentiated biotech launching a gene therapy for a rare pediatric disease

We're known for our:

- Proven track record of creating successful campaigns that influence policy and drive change for patients
- Proprietary data-driven and scalable approach to stakeholder mapping, START, which quantifiably compares strengths and weaknesses across groups and influencers
- Deep understanding of the rapidly evolving policy and regulatory landscape and our range of expertise across health policy, public affairs and advocacy
- Vast global network health care experts in each major political capital - from London to Brussels to Washington, DC

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