



Healthcare Communication Services

Vistra brings its core competencies to healthcare, one of the world's largest and fastest-growing industries. Our marketing and communications consultancy is characterized by an integrated approach to a broad set of services and deliverables with clients across the federal government and commercial healthcare spaces. Vistra strategists and storytellers and multimedia designers craft communications plans and client-lead narratives across media channels to deliver customized information that drives services.

This extends to community-wide public health campaigns supporting disease prevention and reduction across some of our country's most vulnerable demographics. Our support of health advocacy using toolsets including surveys, media monitoring, direct mail campaigns, and public and media relations represents a small sampling of our service offerings that have helped to raise research dollars to mitigate health disparities and support cures for some of the most challenging diseases. We have worked with interdisciplinary teams of medical professionals to address the vital health needs of individuals, families, and communities, guiding the process alongside our clients to reach their distinct healthcare goals.

Our healthcare-focused services integrate:

- Advertising and media buying
- Communications and strategic broadcast, online, print, and radio outreach
- Crisis communications
- Daily media monitoring on research for specific health conditions
- Development of "Safe Messaging" guides
- Direct mail campaigns to raise awareness of drug benefits
- Integrated marketing and communications plans
- Internal employee communications
- Marketing and promotion of 800 helplines
- Medical illustrations
- Mental health services support
- Multichannel content development for public health and disease reduction
- Press conferences to promote healthcare delivery systems
- Public and media relations
- Public health data
- Suicide prevention conferences
- Telehealth surveys
- Webinars on health prevention, health conditions
- Website health-related content development

Past Performance



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