



## Healthcare Communications

Vistra’s marketing and communications consultancy offers an extensive suite of services tailored specifically for clients in the healthcare industry. From PR strategies to branding, marketing, advertising and digital campaigns, we provide comprehensive solutions to meet diverse needs and key audiences.

We specialize in helping our clients engage with patients and employees, inform the public about healthcare services, innovations and screening and tell their patient and research success stories by connecting with the right journalists and outlets. Our services range from local community-wide public health campaigns to national patient and provider satisfaction surveys.

Through collaboration with interdisciplinary teams of healthcare and public health professionals, we help our clients achieve their distinct healthcare goals while maintaining a strong brand presence and effective communication strategy across various platforms.

Our healthcare-focused services include:

- Advertising and media buying
- Crisis communications
- Daily media monitoring on research for specific health conditions
- Integrated marketing and communications plans
- Marketing and promotion of 800 helplines
- Mental health services support
- Press conferences to promote healthcare delivery systems
- Public and media relations
- Public health data
- Suicide prevention conferences
- Telehealth surveys
- Webinars on health conditions, prevention
- Website development

### Past Performance



The Steven A. Cohen  
Military Family Clinic



### Contact Information

813.961.4700

FederalPrograms@ConsultVistra.com