

FOR IMMEDIATE RELEASE

January 26, 2017

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**JARRARD PHILLIPS CATE & HANCOCK
AND HEALTH POLICY SOURCE, INC.
FORM STRATEGIC ALLIANCE**

WASHINGTON, DC and BRENTWOOD, TN – Today, strategic healthcare communications firm [Jarrard Phillips Cate & Hancock](#) and one of the nation's top federal healthcare lobbying firms, [Health Policy Source](#), Inc., announced the formation of a strategic alliance to better serve their respective clients. As President Trump and the Congress debate how best to reform our nation's healthcare system in the wake of the 'repeal and replacement' of the Affordable Care Act, this alignment comes at a critical juncture for all those in and around the healthcare industry.

This arrangement allows both firms to better advise America's physicians, health systems and healthcare companies so they can not only prepare their organizations for the federal laws and regulations that will drive the future of healthcare delivery, but more importantly, help them be on the leading edge to turn these challenges into meaningful opportunities.

"The federal government is a business partner, a regulator and a market assessor for every health system," says David Jarrard, CEO of Jarrard Inc. "Health system leaders need insightful intelligence from D.C. so they can effectively join the discussion and shape its outcome. At the same time, they need savvy strategic communications consulting as they transform their organizations in response to market forces and shifting federal and state policy. This partnership is a great vehicle for both our firms to do exactly that."

With health policy in a state of flux, there is a critical need for healthcare leaders to engage, not only with their own communities and stakeholders, but also with elected officials, their staffs and regulators. As new policies take shape in Washington, it is imperative organizations and officials maintain a two-way dialogue about what's at stake, what's in play and what the future of America's healthcare delivery systems will be.

"It's hard to overstate the importance of effective communications from the healthcare community to D.C. policymakers during this transformation," explained Health Policy Source President Dan Boston. "The next 18 to 24 months are going to be especially critical for healthcare organizations as new federal policies take shape that will impact their bottom lines for decades to come. This is the perfect pairing for the provider industry today."

About Jarrard Phillips Cate & Hancock, Inc.:

Based in Nashville, Tenn., with an office in Chicago, Jarrard Phillips Cate & Hancock, Inc. is the nation's premiere strategic communications and engagement firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity.

Founded in 2006, the firm has worked with more than 300 clients in more than 40 states and served as a communications advisor on more than \$32 billion in announced M&A and partnership transaction communications. A proven strategy leader, Jarrard Inc. delivers tightly focused issue management campaigns and long-term transformational initiatives designed to advance healthcare providers' most important goals. For more information, visit jarrardinc.com or follow us @JarrardInc.

About Health Policy Source, Inc.:

Health Policy Source, Inc. offers a high quality alternative to traditional healthcare consulting services. The HPS team is skilled in both the politics and policies needed to make effective and strategic decisions. Combining expertise in healthcare policies and legislation with high-level, political strategy and advocacy services, the firm works closely with businesses and organizations to achieve their healthcare objectives.

Founded in 2002, the firm works with a broad spectrum of healthcare leaders involved in all federal healthcare programming. The firm and its principals have been recognized by their peers as leaders in the industry, and specialize in not only the legislative, but also the regulatory aspects of the federal healthcare debates. This continuity allows the firm to better serve its clientele from concept inception, to the legislative process, and all the way through to regulatory implementation. For more information, visit <http://www.healthpolicysource.com/home>.

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