



COMPANY DATA

NAICS: 423450, 511210, 519190, 541330, 541430, 541519, 541611, 541613, 541810, 541910, 541990, 611420, 611430, 711510

PSC: R409, R426, R499

CAGE: 6HQG5

FED CAGE: 709S4

DUNS: 620897413

CERTIFICATIONS AND CONTRACTING VEHICLES

A+ Better Business Bureau
U.S. HUBZone, WOSB and SBA 8(a)
U.S. Dept. of Transportation DBE
U.S. Navy Seaport NxG
New Jersey SBE and MWBE
New York State and NYC MWBE
Port Authority of NY/NJ MWBE
WBENC WBE
NMSSDC MBE

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PROBLEMS SOLVED. RESULTS ACHIEVED.

Address crises head-on and communicate about social determinants of health in respectful and meaningful ways. Eliminate frustration with ineffective email-marketing, social media, branding or advertising campaigns. Re-energize digital channels and websites that are not generating desired traffic or response rates. Clarify ways to easily connect your off-line and on-line presences with diverse audiences to increase revenue. Maximize your budget and execute campaigns that drive results, enhance your brand and engage your audience.

IMPACT & HEALTHCARE: A HUMAN-CENTERED APPROACH

For more than 30 years, Impact has been telling award-winning stories that inspire smiles, trust and confidence. Led by our VP of Communication, Holly Houston, who has spent almost 20 years in healthcare and holds a Master of Science in Healthcare Administration and Interprofessional Leadership, our team members are steeped in the healthcare and pharmaceutical arenas with both practical and educational experiences. Our nimble team advances healthcare achievements for maximum impact. When COVID-19 attacked the U.S., we responded and expanded our business to meet clients' personal protective equipment (PPE) needs. Impact became a reliable source of life-saving PPE for frontline healthcare, first responders, and essential workers.

DIFFERENTIATORS

- ✓ Optimized to strategize, implement, assess and recalibrate as a dependable and quality-driven extension of your team.
- ✓ Experienced in strategically connecting with diverse audiences through human-centered solutions to solve priority issues.
- ✓ Committed to reducing expenses and implementing segment driven strategic plans that tell your untold stories.
- ✓ Focused on identifying targeted psychographic profiles that guide marketing communication and advertising decisions.
- ✓ Partner: Trusted to maintain Electronic Health Records (EHR) in 12 U.S. states for optimal organization and improved care.

SELECTED PAST PERFORMANCE

Internal Communication & Continuous Improvement: Bristol-Myers Squibb



Global Communication Campaign Integrating Yammer, Share Point, E-Newsletters; Global Commercialization Support

Diversity & Inclusion: Social Impact, Community Investment – RWJBarnabas Health



Strategic Advertising, Multicultural Marketing, Media Relations and Website Design

Storytelling: University of Michigan Health System



Digital Communication, Media Relations, Op-eds, Digital Health-Equity Campaign

Fully Integrated Strategic Communication: University of California SF Medical Center



Surveys, Internal Communication and Positioning for Patients, Payors and Providers

Clinical Trial Recruitment: Suven Pharmaceuticals



Public Relations, Marketing, Social Media and Event Management

Marketing & Communication: New York & New Jersey Minority Supplier Development Council



Website Design & Development, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing

Clinical Trials

A New Jersey-based pharmaceutical firm developed an investigational Alzheimer's disease medication and required assistance with patient recruitment for their U.S. clinical trial. Impact was brought on board to tell their stories and attract eligible clinical trial participants via traditional, digital, social and grassroots communication vehicles. In the first two months of engagement, we obtained local interviews for investigators and the company CEO. We also secured 156 Facebook followers within 60 days of launching the page. Impact worked with their IRB contact to create and manage social media accounts and digital assets including the creation of videos, ads and other materials.



Pharmaceutical Industry



To achieve long-term strategic business goals, a global biopharmaceutical leader wanted to accelerate adoption of a transformational work ethos at all levels of the organization. Impact utilized internal communication channels and company opportunities to share stories of success, best practices and ideas. We created, launched and managed a 12-month internal, global campaign that included the creation of a slogan, logo (wordmark) and key messages. Visits to the website increased demonstrating heightened individual engagement. Global submissions for story inclusion doubled demonstrating adoption of the approach throughout the organization. Departments and divisions included the key messages in their communication vehicles. Adoption goals were exceeded by over 10 percent.

DE&I: Social Determinants of Health

The largest healthcare system in New Jersey engaged Impact to develop strategic marketing and communication services to promote the organization's Social Impact Community Investment efforts. Impact's partnership with RWJBarnabas Health began with consultation on a spadea to promote their community efforts through this high-impact marketing vehicle which wrapped around six different New Jersey Sunday newspaper editions. Impact also worked with their AOR to develop eye-catching and informational displays for billboards, public transit placards, magazines, and on-line ads. Additionally, we supported strategic communication for the health system's communications team, which included a successful media alert with a 32% open rate, 10% higher than the industry standard. Today, the RWJBarnabas Health brand is recognized globally and locally for innovation, care, and community impact.



Media Buying

A health insurance provider needed qualified, inbound Medicare leads during the open enrollment period. Campaign success was based on a targeted Cost per Lead (CPL) goal. Because there are many providers and lots of promotional messages during open enrollment, Search Engine Marketing (SEM) costs tend to be relatively high as users click around the internet and gather data. Impact's partner, MBI, sprang into action. The 37-state successful flight with SEM, contextual advertising, site retargeting and segmentation strategies resulted in nearly 2,500 qualified leads with a CPL that beat targeted costs by 18%.

Mental Health

A non-profit film premiere required an engaged audience of 50 Black men to watch the film and join a discussion about mental health. The filmmakers engaged Impact to promote the film and attract an audience for its release. Impact ran a digital campaign that resulted in a 150% response rate, and the film had a successful screening with a packed house. The men provided feedback about the film and joined a lively discussion about mental health stigma in the Black male community. The film successfully raised awareness and made a difference with the help of Team Impact.

