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PROBLEMS SOLVED. RESULTS ACHIEVED.

- ✓ Elevate public awareness and improve understanding about your programs, products and services.
- ✓ Eliminate frustration with ineffective public relations, email marketing, social media, branding, or advertising campaigns.
- ✓ Re-energize online channels and websites that are not generating desired traffic or response rates.
- ✓ Clarify ways to easily connect your offline and online presences to increase revenue or contributions.
- ✓ Engage your employees and community to better understand your mission and message.
- ✓ Maximize your media budget and execute campaigns that drive results and enhance your brand.



IMPACT, PHARMA & HEALTHCARE

For more than 30 years, Impact has been telling award-winning stories that inspire smiles, trust, and confidence. Led by our president and CEO, Cheryl McCants, our team members are steeped in the healthcare and biopharmaceutical arenas with both practical and educational experiences. Additionally, our expert communicators and strategists support global and regional pharmaceutical companies, as well as healthcare systems across the country. This agile team connects with communities and advances healthcare achievements for maximum impact.

CORE VALUES



DIFFERENTIATORS

- ✓ Optimized to strategize, implement, assess, and recalibrate as a dependable and quality-driven extension of your team.
- ✓ Experienced in strategically connecting with diverse and hard-to-reach audiences through human-centered solutions.
- ✓ 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.

PAST PERFORMANCE

Rebranding: Department of Children & Families

Thought Leadership, Community Outreach, Inter-Agency Coordination, Rebranding, Visual Identity

Internal Communication: Bristol Myers Squibb

Interviews, Storytelling, Presentation Creation, Global Procurement

Diversity, Equity & Inclusion: RWJBarnabas Health System Social Impact Community Investment Practice

Strategic Advertising, Multicultural Marketing, Media Relations and Website Design

Multicultural Strategic Communication: Nurture NJ, Office of the First Lady of the State of New Jersey

Surveys, Website Design & Development, Rebranding, Strategic Communication, Multicultural Outreach Campaign

Community & Outreach: COVID-19 Vaccine New Jersey

Community Outreach, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing





SAMPLE PROJECTS

Clinical Trial Recruitment

Suven, a New Jersey-based pharmaceutical firm developed an investigational Alzheimer's disease medication. Leadership required assistance with diverse 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 media interviews for investigators and the company CEO. We launched community events to encourage enrollment as well. Impact also worked with the company's IRB contact to create and manage social media accounts and digital assets including the creation of videos, ads and other materials.



Internal Continuous Improvement

To achieve its long-term, strategic business goals, Bristol Myers Squibb, 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 more than 10 percent.



Community Health Equity

The largest healthcare system in New Jersey engaged Impact to develop strategic marketing and communication strategies to promote the organization's Social Impact and Community Investment Practice. Impact's partnership with RWJBarnabas Health began with consultation on a spaeda to promote their community efforts through this intentional marketing vehicle that wrapped around six different NJ sunday newspaper editions. We also worked with their AOR to develop eye-catching and informational displays for billboards, public transit placards, magazines, and online ads. Additionally, we supported strategic communication for the health system's communication team, which included media materials receiving a 3 2% open rate -- 10% higher than the industry standard. Today, the RWJBarnabas Health brand is recognized globally and locally for innovation, care, and community impact.



Innovation Workshops

Team Impact facilitated an innovation workshop designed to provide harmonized and efficient "Fit for Purpose" solutions while opportunistically exploiting new technologies to improve productivity in IT for Novartis. We guided participants through the design and innovation process in detail where they practiced interviewing techniques to frame insights based on user problems and needs. Participants then built concepts for innovative solutions. The design thinking process used stimulated innovation to change the approach to daily work.



Mental Health Community Outreach

A non-profit health and research organization, The Griot, produced a film focused on mental health awareness in the African-American community. The funders 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. We 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 stigmas in the Black male community. We successfully raised awareness and made a measurable difference in the team's research efforts.



Lean Six Sigma

Team Impact designed curriculum and facilitated delivery of the Design for Lean Six Sigma two-week course to generate fact-based growth for Xerox.

The data-driven output defined engineering development opportunities. Uncovering market opportunities based on the transferred learning earned participants Green Belt certification.

COVID-19 Communication

Impact was on the frontlines of COVID-19 vaccine outreach in New Jersey, partnering with agencies and organizations across the state and nation. We worked diligently to provide timely, relevant, accurate, and engaging information about the COVID-19 vaccine to communities throughout New Jersey. We created high-level communication plans that emphasized connecting with communities of color resistant to receive the vaccine. We also translated culturally relevant and diverse healthcare information into advertising campaigns designed to connect with and educate the community about the vaccine's safety and efficacy. Our toolkits, key messages, rounding kits, digital assets and other efforts helped New Jersey attain its goal of getting 70% of the population to receive at least one dose of the vaccine by July 2021.

