

HEALTHCARE

COMMUNITY OUTREACH

SOCIAL MEDIA

WEBSITE DESIGN

CULTURALLY RELEVANT
MESSAGING

EXPERIENCE RESEARCH

GRAPHIC DESIGN

EVENTS | VIDEOS

PATIENT ENGAGEMENT

MULTICULTURAL
MARKETING

ADVERTISING

INTERNAL COMMUNICATION

PUBLIC RELATIONS

BRANDING CAMPAIGNS

CRISIS COMMUNICATION

MARKET RESEARCH

MEDIA BUYING



IMPACT CONSULTING ENTERPRISES

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WHY IMPACT

Impact Consulting Enterprises specializes in crafting strategic communication solutions that bridge gaps between organizations and their diverse stakeholders. Leveraging a deep understanding of cultural nuances and industry-specific challenges, this Black woman-owned agency delivers tailored patient engagement, marketing, advertising, and PR services that drive meaningful interactions and tangible results. Our approach is characterized by a commitment to inclusivity, innovation, and integrity, ensuring every campaign not only elevates our clients' brands but also contributes to broader societal progress. We focus on developing comprehensive communication strategies that encompass marketing, advertising, website, graphic design, social media, media planning, media buying, and public relations services.



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PROBLEMS SOLVED. RESULTS ACHIEVED.

- Elevate public awareness and improve understanding about your programs, products and services.
- Eliminate frustration with ineffective 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.

CORE VALUES

Put Clients First
Guide Action with Passion
Deliver Solutions
Lead with Powerful Creative Ideas
Do the Right Thing
Give Back

DIFFERENTIATORS

- Optimized to integrate generative AI and machine learning into all market research activities as an extension of your team.
- Proven track record in strategically connecting with diverse and hard-to-reach audiences through human-centered solutions.
- Committed to reducing expenses and implementing data-driven strategic plans the tell your untold stories.
- Focused on identifying targeted psychographic profiles that help guide marketing communication and advertising decisions.
- Celebrated for delivering multilingual and culturally relevant expertise to elevate branding and communication campaigns.

Personalizing New Jersey's Largest Health System

BACKGROUND

When Robert Wood Johnson Health System and Barnabas Health merged to create New Jersey's largest healthcare system (RWJBarnabas Health), they looked to Team Impact for a new brand identity. After bringing together 13 hospitals and an ocean of service lines, the system now served a wide variety of culturally and economically diverse communities.

APPROACH

We confirmed the power of diversity during our discovery process for the new brand. In many towns throughout New Jersey, the languages spoken and cultures vary from one street to the next. This was an opportunity to unite more than a group of hospitals. In partnership with sister agency SmithGifford, we conveyed the promise of quality, patient participation, and inclusivity. We combined emotional, human photography and direct, informative copy with a new tagline: "Let's be healthy together."

IMPACT

The new positioning invites patients to play an active role in their health. It's also a promise: RWJBarnabas Health has the firepower in its doctors, technology and facilities to provide superb care. This resonated throughout the system's Social Impact and Community Investment Practice, and helped raise internal and external awareness around the social determinants of health and their impact on our communities.

As the new brand launched, leads boomed. Google Analytics showed that traffic increased site-wide by thousands of visits per month. Unique page visits have increased by approximately 2,000% and lead submissions continue to climb. Today, people see RWJBarnabas Health as a single brand, recognized globally and locally for innovation, care, inclusivity, and community impact.



Sparking National Conversations to Save Black Moms and Babies

BACKGROUND

With the U.S. Congress and several local and state government agencies declaring racism a public health crisis, a communication strategy that removed the blame and responsibility of maternal and infant deaths in the Black community from the mothers, victims, and patients was needed.

APPROACH

Sharing and declaring that the healthcare system was responsible for the death of Black mothers and Black babies was a bold move that disrupted the entire infant and maternal healthcare ecosystem. This approach emboldened the country and the Health Resources Services Agency (HSRA) to embrace change, freeing mothers to celebrate themselves and their lives.

We developed a communication strategy that supported the launch and announcement of Nurture NJ. Nurture NJ is an innovative initiative dedicated to addressing the inequities in healthcare, as well as the systemic and structural barriers that prevent Black women from receiving the quality pre-, natal-, and post-natal care needed to ensure healthy births and healthy babies. We set out to make New Jersey the safest and most equitable place in the nation for Black mothers to deliver and raise a baby by reducing infant and maternal morbidity and mortality. We also created an educational website for various stakeholder groups. It can be found here: <https://nurturenj.nj.gov/>

IMPACT

Our conversations, messages, and clearly understandable framework guided development of the White House's blueprint for maternal health. Our efforts helped to encourage the community, cabinet officials, healthcare leaders, healthcare systems, and policy makers to address the alarming death rates of Black mothers and their babies. The Black Maternal Health Momibus of 2023 legislation includes 13 bills aimed to address the maternal health crisis facing the United States.



Supporting Continuous Improvement within Global Commercialization

BACKGROUND

A global biopharmaceutical leader aimed to accelerate the adoption of a transformational work ethos across all levels of the organization to meet its long-term strategic goals. They requested a strategic partner with strong communication, crisis management, and team building skills.

APPROACH

Impact developed and managed a 12-month internal global campaign to promote this ethos. We created a slogan, logo, and key messages, utilizing internal communication channels to share success stories and best practices.

IMPACT

The campaign led to a significant increase in website visits, reflecting heightened engagement. Global story submissions doubled, showing widespread adoption of the new ethos. Departments integrated the key messages into their communications, exceeding adoption goals by over 10 percent.



Connecting with Communities Around COVID-19

BACKGROUND

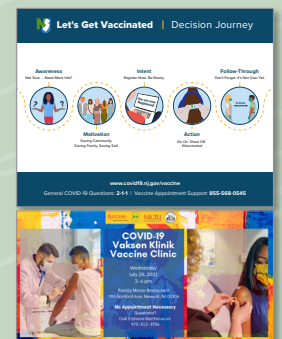
We have been on the frontlines of COVID-19 vaccine outreach from day one, partnering with organizations like Rutgers Global Health Institute, advertising and marketing agencies, the National Action Network, the CDC, and the State of New Jersey Department of Health.

APPROACH

Utilizing data-driven behavioral strategies and tactics, Impact crafted and effectively launched compelling messages, resourceful toolkits, creative campaign components, and engaging social media content that resonated with the intended audiences. We provided culturally relevant communication training to federal communicators and local community leaders. Our digital toolkits saved lives as they provided first responders, community leaders, and healthcare workers with much needed guidance. Because of our tenacity, attention to detail, and strategic relationship-oriented approach, pro-COVID vaccine information was distributed to millions.

IMPACT

Our strategic key messages, digital assets, landing pages, social media materials, communication toolkits, and other resources helped New Jersey attain its goal of getting 70% of the state's population to take at least one dose of the COVID vaccine within six months of campaign launch – by July of the following year. Our earnest endeavor was driven first by our passion for helping to save lives and then by our desire to demonstrate that with the right strategic, caring, and culturally relevant communication and community outreach, solid strategic planning, strong leadership, and impactful management can encourage people to make a change for the better.



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WE TELL YOUR STORIES.

