

Inspiring Brain Health, Building MBRF's Reputation

Prepared for the McKnight Brain Research Foundation

Updated April 11, 2023



We bring it together





Thank you, from JPA Health

JPA Health is pleased to submit our proposal to be the communications partner for the McKnight Brain Research Foundation (MBRF). We believe there is no better agency to support MBRF and its work to increase understanding of brain health and establish itself as a trusted source of information among consumers and primary care providers.

JPA Health is a woman-owned, independent, full-service agency focused exclusively in the health sector. We are skilled communicators, supporting diverse clients that seek to prevent disease, reduce health disparities, and improve the overall health of people and communities. Our team comes to work every day ready to make a difference in people's lives.

We have a long history supporting foundations, nonprofit organizations and health professional associations seeking to educate the public about pressing public health issues as well as strengthen their organization's visibility and reputation. We know how to translate the science and build impactful campaigns that reach the public and health care providers, telling stories that motivate people to action and leveraging public relations strategies to get our audiences' attention.

In addition, we have a genuine passion for the work MBRF is doing. We are eager to think creatively and strategically, apply proven practices for effective communications and create communications efforts that will inspire and engage consumers to take action on their brain health while equipping providers with the information and tools needed to support their patients.

JPA is here to help. With our deep experience and dedication to your mission, our team is positioned to build an integrated communications plan to both raise awareness of brain health and elevate the profile of MBRF. We look forward to sharing our ideas with you.

A handwritten signature in black ink, reading "Karen Goldstein", located below the main text.

Karen Goldstein, MPH
Public Health Practice Lead

Powerful Experience with a Passionate Approach

JPA HEALTH

4 offices
with networks in
40 countries

Staff of **95+**

THIS PAST YEAR

Executed cross
functional health care
promotional efforts
for **20** brands

Engaged with **101**
advocacy groups and built
76 lasting relationships
with key opinion leaders
(KOLs)

Managed social media
channels for **18** clients
and created and managed
17 websites

Realized more than
4.6B earned and
285MM
paid media impressions

Launched **43**
disease education
campaigns

Generated
350K
social media
engagements

Integration that Works

JPA Health's exclusive focus on health means that clients can count on a team with experience and perspective to deliver results. With in-house research, creative, and digital teams working alongside account specialists, we bring together experts in media, marketing and public health communications to take a fresh perspective for each client's challenge.



Public Relations

- Corporate Affairs
- Reputation
- Thought Leadership
- Product Comms
- Social Media
- Crisis Management
- Internal Comms
- Change Management



Marketing

- Brand Strategy
- Corporate Identity
- Websites
- Advertising
- Creative Design
- Promotional Materials
- Booths & Sales Aids
- Videography



Advocacy

- Disease Education & Engagement Programs
- Stakeholder Mapping
- Patient Journey
- Ambassador Programs
- Public Affairs & Issues Advocacy
- 'Inside the Beltway' Campaigns



JPA Health is proud of the companies we've supported, including foundations, nonprofits, government, biopharma and more.



How We're Unique

GRETEL® is JPA Health's proprietary insights engine.

Across the health landscape, **GRETEL** shows us precisely how media, organizations and individuals impact audiences on specific topics.

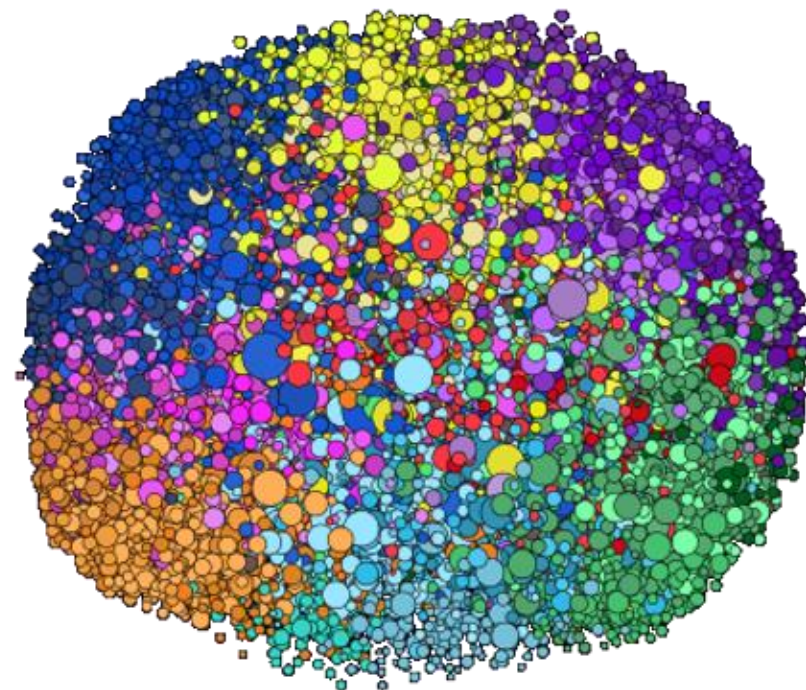
GRETEL enables us to dive deeper into the world of influence—revealing who is talking, who is paying attention and opportunities to leverage these connections into engaging and targeted communications strategies.

How to read the map:

- **Color:** Each color is an audience with unique points of influence.
- **Proximity:** Closer audiences share more connections.



Precision Medicine



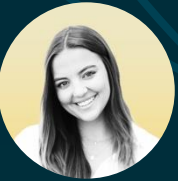
- | | |
|-------------------------------|----------------------------------|
| ● Basic Research: Theoretical | ● Healthcare Industry |
| ● Basic Research: Applied | ● Science Communication |
| ● Clinical Research | ● Precision Medicine Treatment |
| ● Government / Health Policy | ● Bioinformatics / Computational |

Strategic Analysis & Recommendations



Brain health means different things to different people

Life experiences and age impact how a person thinks about and acts on their brain health.



To me, brain health means having a mentally healthy outlook, physically healthy lifestyle, and a brain that is continually stimulated/balanced creatively, logically and emotionally! I also think good brain health can equate to one's sense of self and their fulfillment and capacity to live life the way they wish to with as little unhealthy mind-noise as possible.

Maggie Turano, JPA Account Executive, 20s



To me, brain health means protecting all of the knowledge, wisdom, and memories that I'll make throughout the rest of my life. When you start thinking about your brain health young, you're investing in your mind's future.

Anhchi Ha, JPA Vice President, Digital, 20s



My brain health allows me to fully engage with my family, friends, community and work for as many years as possible.

Jessica Cerullo, JPA Senior Vice President, 30s



As I age, I want my brain health and physical health to be in sync, so I'm not just here physically when I'm old, but also mentally. I want to remember my kids' faces and all our experiences together as I age. I watched my grandmother slowly deteriorate mentally and live her final years of life without recognizing herself or her family and it was the most painful experience of my life and hurt more than her actual passing. I don't want that for my family.

Eldon Marr, JPA Vice President, Tech Development, 30s



If I take care of brain health, means I keep my brain faculties later in life.

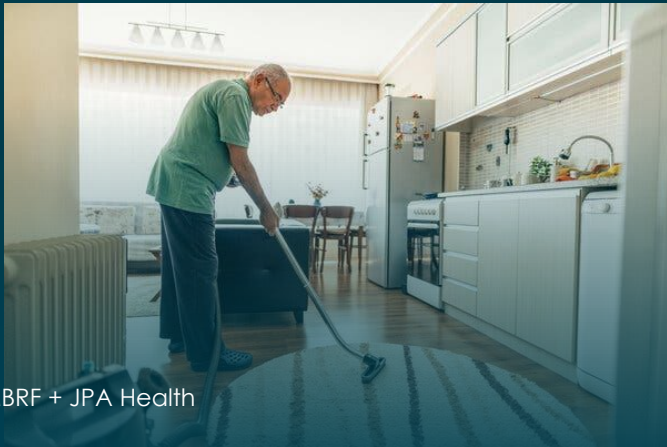
Tony Francesconi, Creative Director, 40s

But the media links brain health to neurological diseases and older adults.

Much of the brain health media coverage happens in the context of disease, injury and for people 60+ — leading to continued fear and stigma of these conditions and lack of attention by younger audiences.

The New York Times

Why Types of Exercise Reduce Dementia Risk?



MBRF + JPA Health



Amid Super Bowl Weekend, an ex-NFL Player, Experts talk Black Men's Brain Health



Los Angeles Times

Brain-twisted or Brain-washed – Can Crossword Puzzles and Word Games Sharpen Memory?



A doctor with short grey hair and glasses, wearing a white lab coat, is looking down at a clipboard. The background is a blurred office setting with a window.

Additionally, primary care providers are hesitant to discuss brain health with healthy patients.



The average length of a primary care visit is **18 minutes**.

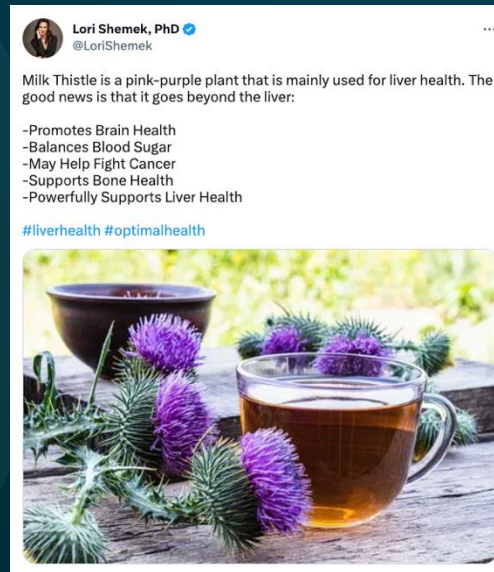


There is **no one agreed upon clinical guideline** for brain health diagnostic screening.

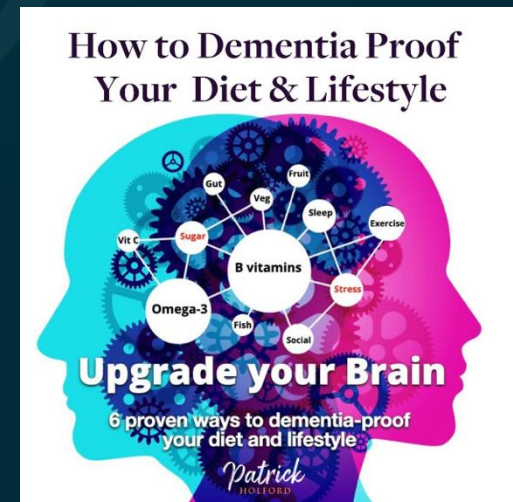
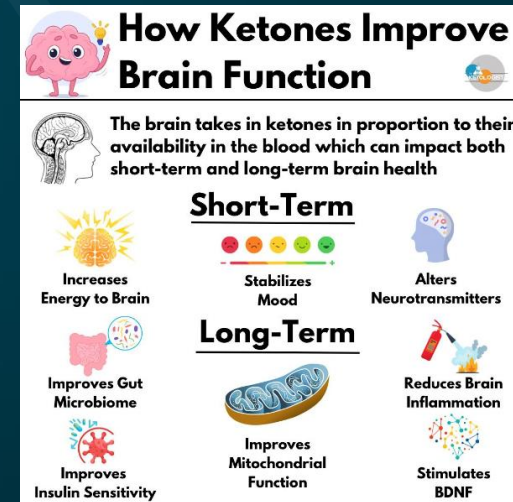
Ref: [Measuring Primary Care Exam Length Using Electronic Health Record Data](#)
Ref: MBRF & SCP Cognitive Aging Landscape Analysis

At the same time,
“information
pollution” makes
it hard for people
to find accurate
brain health
information...

Twitter



Instagram



TikTok



...and currently, there is no go-to organization that offers evidence-based information on brain health for younger consumers.

Exploring **GRETEL**, we found:

- The brain health/healthy aging community talks only to each other and consumers 60+.
- The brain health/healthy aging community is not connected with general consumers/public health community.

There is an opportunity for MBRF to fill the gap between the brain health community and consumers younger than 60.

How to read the map:

- **Color:** Each color is an audience with unique points of influence.
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Brain Health/
Healthy Aging



General
Consumers



- | | | |
|---------------------------------------|---------------------|---------------------------|
| ● Healthy Aging | ● General Health | ● Public Health |
| ○ Brain Health – Dementia/Alzheimer's | ● Policy & Politics | ● Underserved Communities |

It's time for brain health to be top of mind

for both ourselves and those we care for.

I mind my

IT'S TIME TO START THINKING AHEAD.

When you mind your , you're giving your brain the care it needs to stay healthy throughout your life.

Keeping brain health top of mind is possible. Visit **McKnightBrain.org/MindMyMind** to learn how.

Bringing the Communications Plan to Life

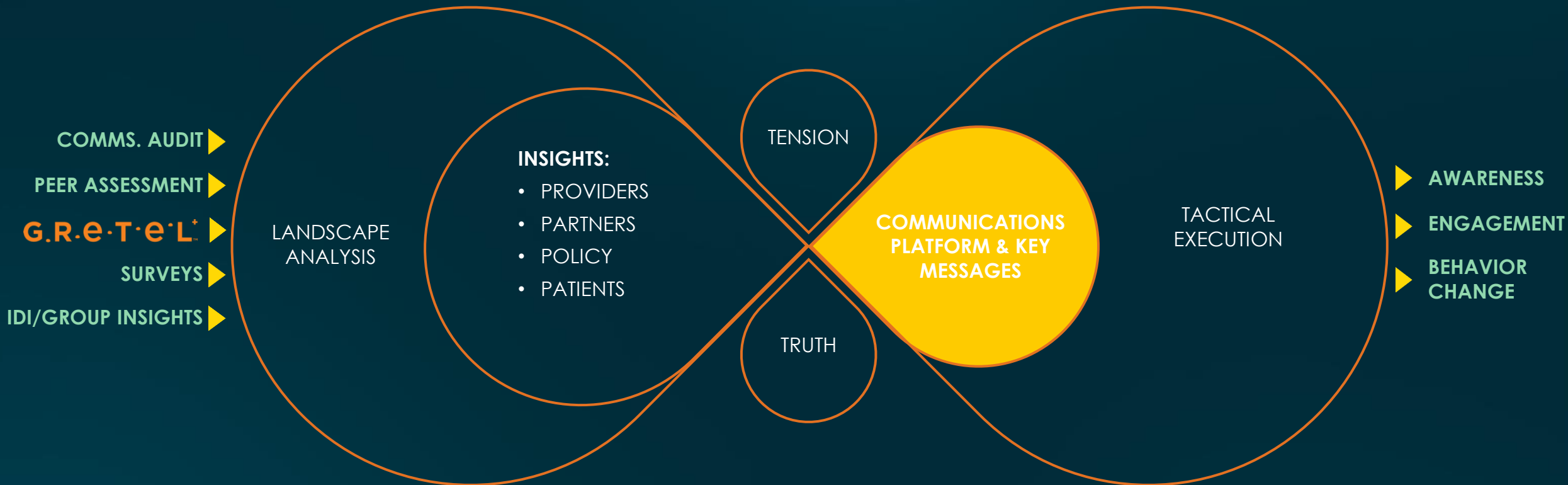


A Strategic Roadmap

AUDIENCES	OBJECTIVES	STRATEGIES
Consumers , with a focus on health-conscious individuals (40+), young adults (20-40) and caregivers	Drive awareness on brain health and cognitive aging—and establish MBRF as a go-to resource for information	Connect brain health to overall health for a proactive approach to healthy aging, starting with those aged 40-59 who are focused on their own health while caring for aging relatives Normalize the conversation about the aging brain to make it easier for consumers—and their providers and caregivers—to talk about it
Primary Care Providers (PCPs) (physicians, nurse practitioners, physician assistants/associates)	Prompt conversation and action with patients on brain health and aging	Build consensus among PCPs on preferred screening modality and how to implement across the health care team Equip PCPs with tools and evidence-based guidance to facilitate engagement with patients on brain health
Researchers	Increase interest in MBRF scholarship and grant opportunities	Highlight impact of MBRF-funded research and researchers to showcase MBRF's value

Strategy Guided by Insights

Our proven communications planning process helps us hone insights and reveal unexpected connections. Based on research findings (including MBRF's Landscape Analysis) and discussions with MBRF, we will develop a strategic communications approach that includes integrated communications strategies and tactics, along with an evaluation plan to measure results.



Four Stages of Collaboration



Get the Base in Place

- Landscape Analysis
- Audience Research
- Communications Plan
- Message Framework



Inspire Brain Health

- Consumer Content Development
- PCPs Consensus-Building
- Strategic Partnerships
- Earned, Social & Paid Media



Build Reputation

- Proactive Media Outreach
- Responding to the News Cycle
- Thought Leadership



Measure Success

- Monthly Metrics Report
- Semi-Annual Trend Analysis
- Annual Outcomes Report and Analysis

Finding the White Space in Brain Health

To inform strategic planning, we will build on MBRF's existing landscape research and examine the current media and communications landscape for brain health, cognitive aging and healthy aging, as well as determine MBRF's internal priorities and needs.

Traditional and Social Media Audit

- Review earned media coverage of brain health/cognitive aging/health aging and share of voice for MBRF
- Explore social media landscape in brain health/cognitive aging/healthy aging space

Peer Assessment

- Review messaging, key programs and activations by peer organizations (e.g., AARP, NIA)
- Identify potential white space and differentiators for MBRF
- Recommend partnership opportunities

Discovery Sessions with MBRF Staff, Board of Trustees and Other Key Stakeholders

- Discuss key priorities and challenges
- Discuss key takeaways from previous landscape research
- Align on how to measure success

Online Surveys to Gauge Knowledge & Attitudes

We will conduct **custom online surveys** among consumers and primary care providers to:

- Understand knowledge, attitudes and behaviors (KABs) related to brain health
- Gather insights into patient care journey and experiences with current screening modalities for brain health
- Assess awareness of MBRF as a brain health information source

Survey results will **serve as a baseline, inform communications messaging and be leveraged for communications strategies and tactics**, such as earned media efforts.

A **follow-up survey will be conducted in Year 3** to measure potential changes over the course of the communications plan implementation.

Audience	Sample Specs
 Consumers, segmented by age (20-39, 40-59, 60+)	N=1,000 US adults (With oversamples to include Black, Hispanic and AAPI participants)
 Primary Care Providers	N=250 Primary Care Providers (Sample to include physicians, nurses, physician associates and nurse practitioners)

What if?

To establish MBRF as a leader in understanding brain health knowledge, attitudes and behaviors among consumers and their PCPs, we partner with one of the McKnight Brain Institutes to explore this topic through a more rigorous academic research methodology that can be published in a peer-reviewed journal—ultimately advancing thought leadership for the McKnight Brain Research Foundation.

In-Depth Interviews to Understand Researchers

We will conduct **in-depth interviews** among McKnight Brain Institutes' researchers and researchers at peer institutions to:

- Understand perception of MBRF as a brain health research funder
- Assess potential barriers/drivers for interest in scholarship and grant opportunities
- Gather insights in academic research priorities in brain health

In-depth interview findings will be leveraged to **inform messaging and communications strategies to motivate researchers** to collaborate with MBRF.



Audience	Sample Specs
 MBRF Researchers	N= 4 researchers at McKnight Brain Institutes
 Non-MBRF Researchers	N= 4-5 researchers at peer institutions, not associated with MBRF

Online Discussion Boards for Message & Concept Testing

From the research findings, **messaging and creative concepts** will be created and **tested through online discussion boards**. This methodology reduces participant burden and improves participation because the research can be asynchronous and mobile-friendly. Online boards also allow for faster, more seamless recruitment and data collection than other qualitative research methodologies.

We propose **two-day online discussion boards** among **consumers and PCPs**.

- Participants can submit their responses in writing, audio or video formats. They do not have to be on camera, which can feel more comfortable for discussing health topics.
- A trained JPA Health moderator follows along in real-time, probing respondents to provide deeper feedback or interact with one another's posts as needed.



Audience		Sample Specs
	Consumers	N=12-15 Consumers (Sample to include US adults ages 20-39, 40-59, 60+)
	Primary Care Providers	N=16-20 Primary Care Providers (Sample to include physicians, nurses, physician associates and nurse practitioners)

Bringing it Together

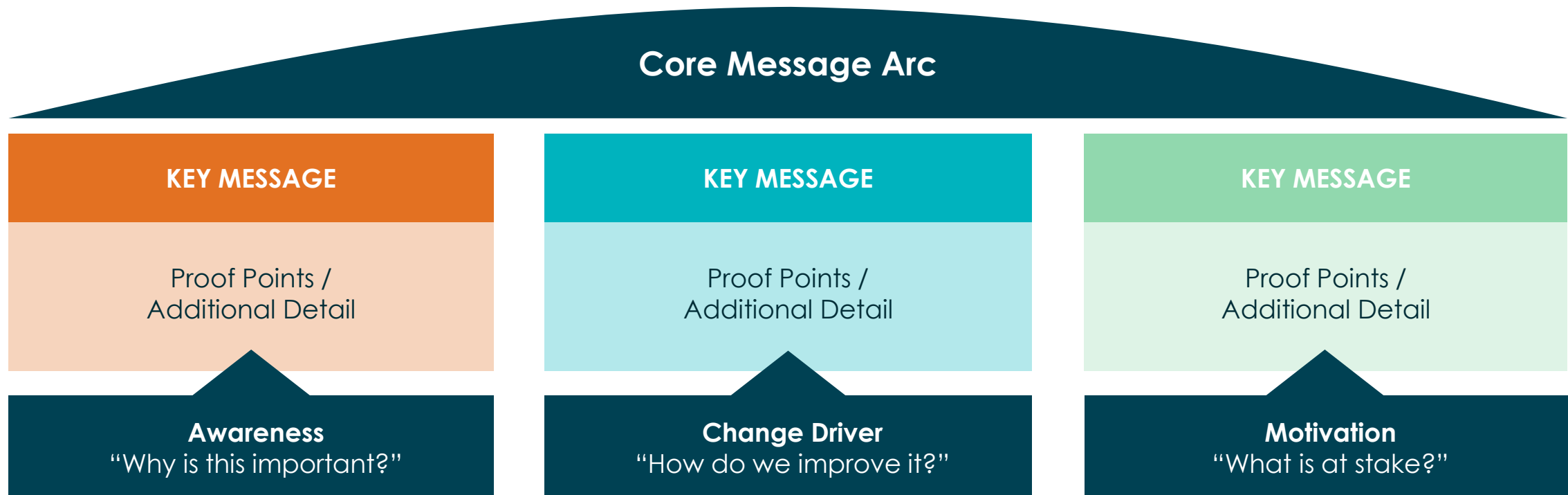
In partnership with MBRF, we will review key findings and insights from the research to agree on communications direction, strategic imperatives and the story that will resonate to engage consumers, PCPs and researchers.

We will then create a **Strategic Communications Plan** to map out communications objectives, strategies, tactics and timeline for reaching priority audiences where they currently seek information across owned, shared, earned and paid channels. The plan will also include a detailed **measurement plan** for how we measure success throughout communications implementation.



Creating a New Narrative

Attracting audiences to MBRF requires a combination of awareness, motivation and ability to drive change – all of which will rely on messaging that is clear, authentic and consistent. In conjunction with the strategic communications plan, we will develop a **Message Framework** for each target audience using people-first language that will inform all MBRF's communications strategies.

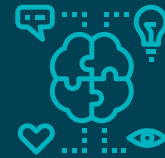


Inspiring Consumers to Mind Their Minds

Consumers are bombarded with brain health information from products, games, online influencers and well-meaning family and friends. The constant clutter can be overwhelming, and sometimes even misleading.

MBRF's communications will provide consumers with a clear destination for credible brain health information so they can make informed decisions about their overall health and wellbeing, and support loved ones who are experiencing cognitive aging.

Specifically, we will:



Frame brain health in the context of overall health, using simple terms (e.g., brain over cognitive) and comparing brain aging to other organs, to normalize it and reduce fear and stigma.



Infuse the consumer experience – tone, voice and imagery – to connect brain health content with life stages and lived experiences.



Use best practices for plain language, health literacy and inclusion, such as CDC Health Equity Guiding Principles for Inclusive Communication.

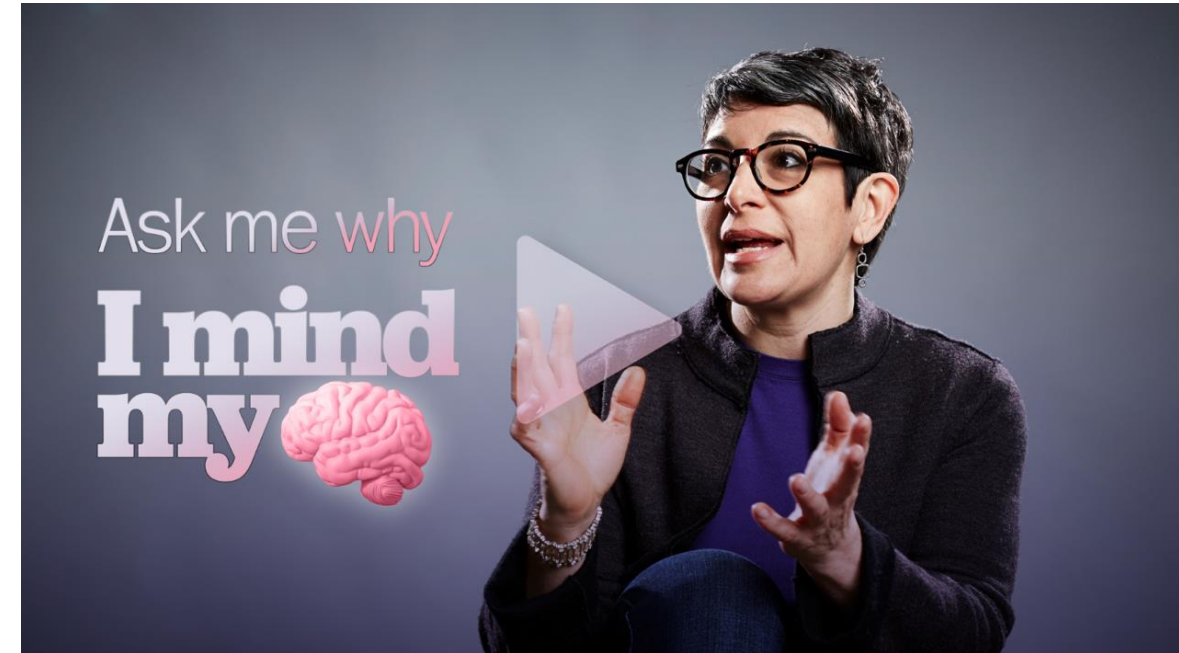


Prioritize content that is easily digestible, evokes action and provides tangible steps for consumers to proactively care for their brain health.

Compelling Consumer Content & Resources

To help consumers better understand the importance of brain health and steps they can take to maintain brain health, we will develop resources and content, such as:

- **“Making Up Your Mind About Your 🧠” self-guided quiz:** Interactive feature asking consumers questions to help them assess if they need to think about their brain health in the context of cognitive aging or neurologic diseases/medical symptoms.
- **“Keeping Brain Health Top of 🧠” resources:** Blogs, handouts and short videos explaining the four functions within brain health and evidence-based approaches for a healthy brain. Content will include storytelling from health-conscious consumers sharing their experiences, why they are taking charge of their brain health and practical daily tips they use to champion a healthy mind or serve as a caregiver for a loved one.
- **“Why I Mind My 🧠” PSAs:** Public service announcements for radio and television broadcast stations to educate consumers on why brain health is important for overall health and well-being and how aging impacts the brain.



Based on audience research findings, we will prioritize developing new consumer content for each year to have a steady drumbeat of fresh information to promote.

Building Consensus Around Brain Health Screening

To prompt brain health conversation and action among PCPs and their patients, and establish MBRF as a credible, neutral leader in the space, we will convene a **Stakeholder Roundtable** to build consensus on a brain health screening modality as well as determine resources and policy action needed for successful implementation.

The roundtable will include a formal welcome and presentation by MBRF leadership, panel discussions with leading experts and MBRF grant-funded researchers, and break-out working sessions to gather input for action.

After the event, a **Consensus Paper** with specific strategies needed to integrate brain health screenings into primary care settings will be developed and published.

With direction from MBRF, we will implement the identified priority strategies in years two or three of the communications plan. We also will consult with interested participants from the Stakeholder Roundtable each year to align on and review new resources and tools developed for PCPs.

Potential Roundtable Participants



Web Enhancements to Elevate New Content

We will collaborate with MBRF to **refine the relevant web pages (Brain Health, For Primary Care Providers, For Researchers) on McKnightBrain.org** to integrate the new messaging and materials—ultimately becoming the go-to resource for brain health. This may include:

- Enhancing page layouts to serve as the **go-to brain health destination for priority audiences**, building off messaging featured in earned, social and paid media tactics
- Create compelling calls-to-action that align with user journeys to encourage consumers to engage with **I Mind My**  resources for themselves or loved ones, PCPs to find tools and resources and researchers to apply for funding
- **Conduct SEO audit and analysis** and optimize page content to maximize organic search traffic and increase rankings

Our Eight Principles for Website Development



Mobile-led



Stringent Security



Modern, Engaging Design



Search Engine Optimization



Integrated Analytics



Compliant and Accessible



User-Centric Content



Social Integration

Media Relations to Garner Attention

To establish MBRF as a leader in brain health, we will deploy a **media relations strategy** focused on reaching consumers where they receive their health information and engaging PCPs where they go for practice advice.



Publish **press release** of survey findings and MBRF's efforts to address learnings from the **findings** (e.g., new Mind My Mind consumer resources, PCP consensus paper, research funding priorities)



Conduct **targeted pitching** to media outlets and reporters



Work with MBRF researchers and health-conscious consumers featured in new content to publish **contributed articles or blogs**

Partner Engagement to Build Trust

To build credibility and expand reach among consumers and PCPs, we will engage trusted, influential organizations (including those from the Stakeholder Roundtable) to disseminate MBRF's messages and materials to their networks.

We will provide these organizations with an **I Mind My 🧠 Toolkit** to make it as easy as possible for them to share consumer education resources (e.g., templated social media content) and/or advocate for integration of brain health in primary care settings.

We will also work with MBRF to identify and secure engagements with partners that provide unique approaches to support our consumer-focused communications strategies.

What if...



Lululemon launched a limited edition **I Mind My 🧠 shirt** to build understanding of how motor function (movement, balance) impacts overall brain health with proceeds going towards MBRF's brain health research.



Headspace featured a series of **I Mind My 🧠** articles, videos and audios in their app to connect how emotional function (stress, anxiety, sleep) impacts overall brain health.



Netflix's TriviaVerse interactive challenge had a **I Mind My 🧠 episode** with rapid-fire trivia questions on cognitive health and tactile function facts.

#MindMyMind on Social Media

Our **organic social media strategy** will focus on tapping into existing, separate conversations among health-conscious consumers (20-39-year-olds & 40-59-year-olds), PCPs and researchers—applying lessons learned from each audience to our content to ultimately drive these audiences to MBRF's website to learn more and take action.



Channels: Prioritize **social listening and content development** for social channels that our target audiences gravitate to, such as Facebook (consumers), Twitter and LinkedIn (PCPs and researchers). Additionally, we'll launch an Instagram channel to better reach consumers aged 20-39.



Content Cadence: Develop **monthly editorial calendars** for MBRF's channels that share #MindMyMind messaging and drive to MBRF consumer resources, PCP tools & resources, and funded research. Content will also include engaging (via tagging and sharing) with partners/influencers and relevant health observances such as Brain Awareness Week and Healthy Aging Month.



Hashtags: **Track and utilize** relevant existing hashtags, such as: #brainhealth and #brainawarenessweek; **establish our own hashtag** to encourage storytelling and track conversation (e.g., #MindMyMind).



Social Content Types: Feature a combination of **static images, GIFs and videos** to showcase new resources and stop the scroll. To further engage audiences, we'll use polls and surveys to ask questions and facilitate discussion of brain health.

Amplifying Through Mindful Voices

We know consumers younger than 40 are influenced most by individual experts and people who speak from similar lived experiences. We will identify and engage online wellness consumers and PCP influencers to create compelling social and video content that shares their reason for prioritizing brain health (Why I #MindMyMind), debunks myths on brain health and cognitive aging, and inspires others to join them in discussing why and how to mind their .

Potential Consumer Influencers



Davida Lederle

Wellness and lifestyle blogger, podcast host, previously worked in brain imaging research and discusses brain health.

IG: 44.3K followers

FB: 47.4K followers



Lorraine C. Ladish

Wellness and lifestyle blogger focused on inspiring women in their 60s.

IG: 37.8K followers

FB: 58.2K followers



Jared Beckstrand, PT, DPT

Physical therapist and health/fitness blogger. Shares workouts, tips and healthy advice.

IG: 23.6K followers

TW: 1.3K followers



Romy Schorr

Lifestyle, beauty, health and wellness blogger for women 40+.

IG: 118K followers

TW: 35.5K followers



Brittney Wilson, BSN, RN

Patient, nurse, technology advocate, runs TheNerdyNurse blog.

TW: 34.2K followers

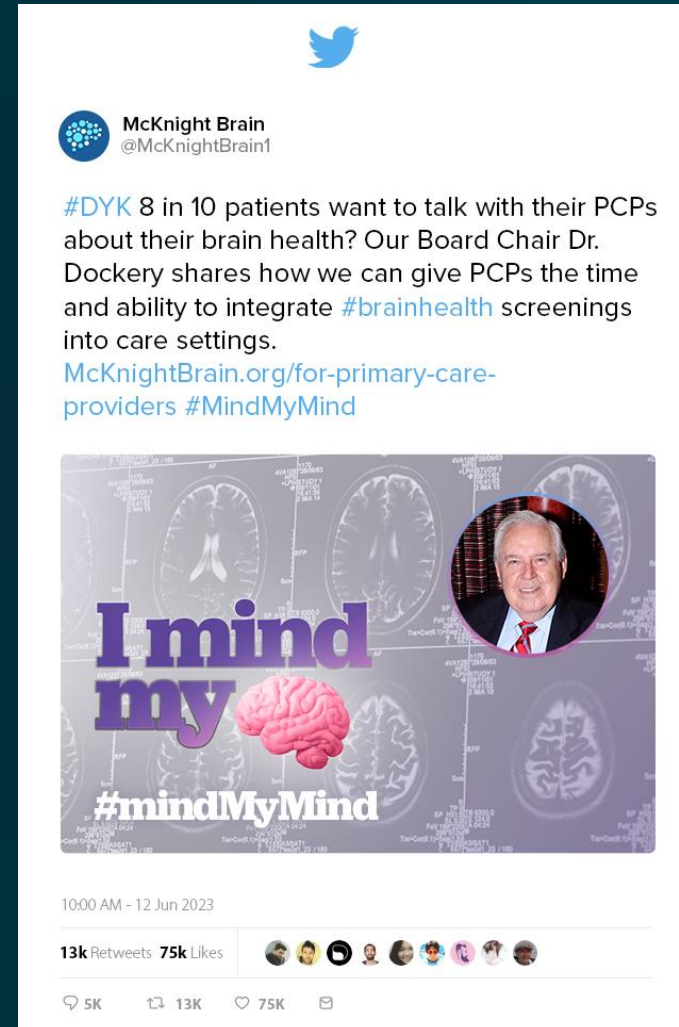
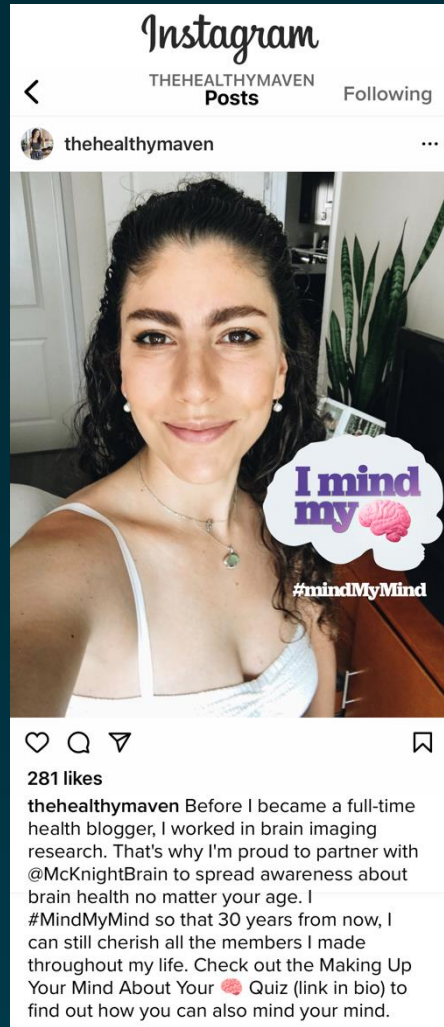


Michael Sevilla, MD, FAAFP

Primary Care Physician and social media enthusiast who also provides medical insights via blog articles and his podcast.

TW: 27.4K followers

Social Posts We Want to See



Advertising to Extend Reach

A nimble and strategic paid media plan will extend total reach of MBRF's communications efforts and provide measurable results that lead to achieving audience-specific goals. Consumer ads will target health-conscious individuals in the target age demographics who are most likely to engage with – and benefit from – brain health content. PCP ads will target users whose main practice area is primary care and tactics will reach PCPs in places where they seek out research and knowledge from each other.

	Paid Social and Search	Display & Sponsored Content	PCP Targeted Ads
Tactic	Sponsored posts & videos (e.g., Facebook, Instagram, YouTube), paid search ads	Banner ads on medical websites (e.g., WebMD, Healthline) where consumers are already looking for health information	PCP social networks (e.g., LinkedIn, Doximity), journals, and other common places they seek new practice information research
Content	Light, shareable stories about brain health as part of overall health. Calls to action can vary from asking users to comment and share, to going to the site to learn more.	Visual-first content that uses the Mind My Mind messaging and MBRF branding.	Highlights consensus paper strategies and tools to integrate brain health into patient visits.
Rationale	Drives traffic to MBRF's website and increases consumer engagement with MBRF's social channels while improving search ranking.	Reaches consumers when they are engaged to learn. Sponsor-written articles can serve as a landing page to keep users within the trusted publisher's ecosystem.	Reaches PCPs when they are primed to learn about new research/ guidelines and gives them actionable steps to apply to their practice.

News Media Top of Mind

To build MBRF's national reputation, we will create an integrated, seamless media relations strategy that ensures consistency and efficiency when telling audiences MBRF's story. We structure our outreach as a **News Bureau** with its own editorial calendar to identify and build out stories we believe will drive media interest. The goal is to develop a robust library of story ideas aligned with key dates/events and organizational objectives so that we will be able to build pitches, press releases, op-eds and "newsjack" on a regular basis.

STRATEGY

Build relationships:

Introduce the expertise and impact of MBRF to key reporters

Elevate MBRF:

Connect what MBRF does to the pressing health issues that have the media's attention

Spotlight the people:

Showcase leaders and researchers driving forward MBRF's mission

TACTICS



Proactive Outreach



Responding to the News Cycle



Thought Leadership

Creating Media Moments: Right Story, Right Time

A critical component of our news bureau development is to **uncover and tell the stories** of how MBRF is staying ahead of the curve in the field of cognitive health to safeguard healthy minds and prevent neurodegenerative diseases. From drafting press releases to pitching McKnight Brain Institutes' latest research, we will use storytelling by experts to showcase MBRF's impact and garner media attention. We will work with MBRF to prioritize stories that best exemplify MBRF's expertise, such as:



Helping people live healthier lives by guiding how to prioritize brain health



Empowering PCPs to improve their patients' outcomes through brain health screening



Innovation in cognitive aging research to transform the future of brain health

HEADLINES WE WANT TO SEE



Many People Aren't Keeping Their Mind Top Of Mind: What Your Need to Know



New Brain Health Screening Shows Early Promise



Gender May Contribute to Cognitive Function

Precision PR Targeting

Using Gretel and our team's expertise, we will cultivate **smart media lists** to place MBRF in front of the right audiences at the right time.

We will target media across national, local, scientific and medical trade outlets to build MBRF's reputation as the go-to resource for brain health information.

Local media will focus on MBRF-funded researchers and how people can benefit from prioritizing their brain health

National media will look for timely angles, innovations and responses to national trends

Trade media is more likely to cover groundbreaking research and study results



Responding to the News Cycle: Newsjacking & Rapid Response

Leveraging ongoing media monitoring, we will take advantage of opportunities to **newsjack breaking stories** where we see opportunities to insert MBRF spokespeople and perspectives and offer experts at the earliest appearance of a story.

We will create a database to see what stories, issues and topics are trending among targeted reporters—highlighting those stories most relevant to MBRF.

In addition, critical to generating media for MBRF will be our **timely ability to respond to inquiries** from reporters. In some instances, these opportunities arise from reporters calling us directly and in others they come to us from one of the many reporter inquiry services (e.g., HARO).

Positioning MBRF Experts

Another key activity of the news bureau is creating opportunities for MBRF spokespeople, including Board Members and McKnight Institute Researchers, to showcase the Foundation's knowledge and expertise. Specifically, we will:



Facilitate Media Tours: Develop media tours either in major cities or virtually to create a day-long series of deskside briefings and introductory meetings with leading journalists and influential outlets.



Publish Perspectives: Strengthen visibility by writing and placing op-eds and by-lined articles to share thought provoking perspectives on brain health and cognitive aging topics.



Pitch Podcasts: Secure long-form conversations on innovative brain health research on popular scientific and medical podcasts.

Potential Spokespeople



Michael L. Dockery, MD

MBRF Board Chair



Angelika Schlanger, PhD

MBRF Executive Director



Carol A. Barnes, PhD

McKnight Brain Institute at the University of Arizona Director

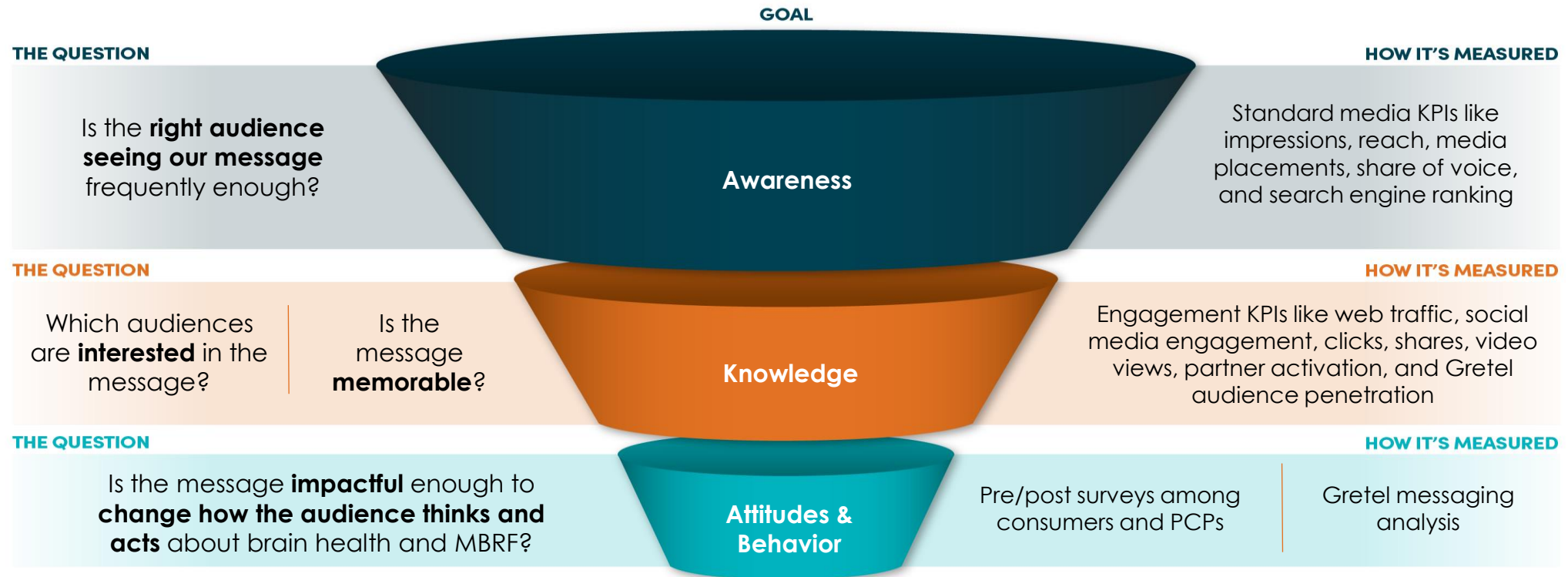


Carol A. Barnes, PhD

McKnight Brain Institute at the University of Arizona Director

Tracking and Measuring Success

We examine three categories of metrics for all communications: awareness, knowledge, and attitudes & behavior. During the communications planning process, we also identify specific key performance indicators and goals for year-over-year growth that help us determine if we are implementing the project as planned (process evaluation) and reaching our objectives to change behavior (impact evaluation).



Shows our communications was executed properly as planned



Shows our communications resonated with the target audience



Shows our communications impacted the audience enough to act – this is the communication's ideal goal

Ongoing Measurement Reports

We will employ advanced **real time analytics** to measure the impact of communications activities across traditional and social media, reporting monthly, semi-annually and annually.



Establish a baseline for media impressions and coverage using the past year of data



Customized monthly reports to **measure specific KPIs and metrics**, with an end-of-year summary report



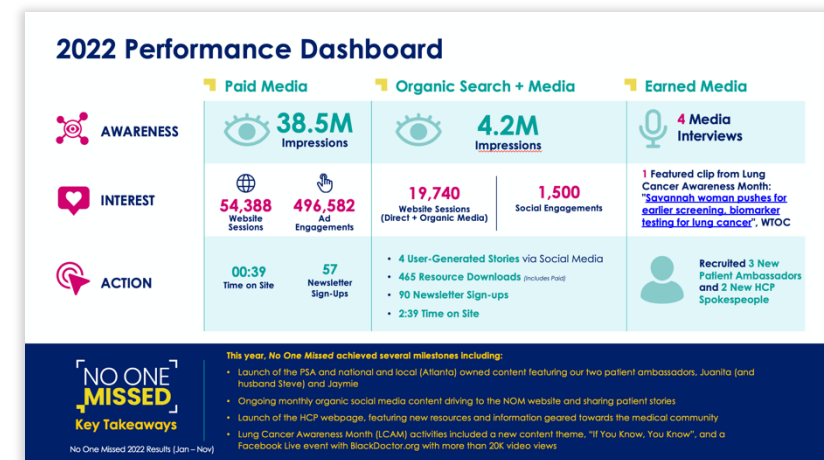
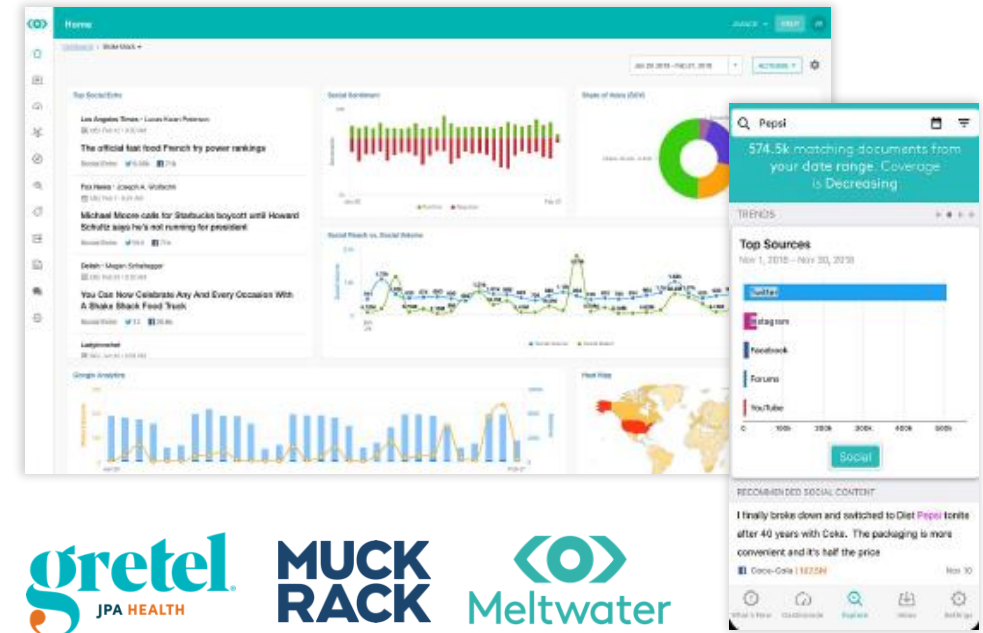
Incorporate Google Analytics data to understand the impact of communications activities on website traffic



Presentation-ready data that can be shared internally with MBRF leadership and Board of Trustees



Social media monitoring to gain insights on share counts for editorial content and see what is resonating with followers

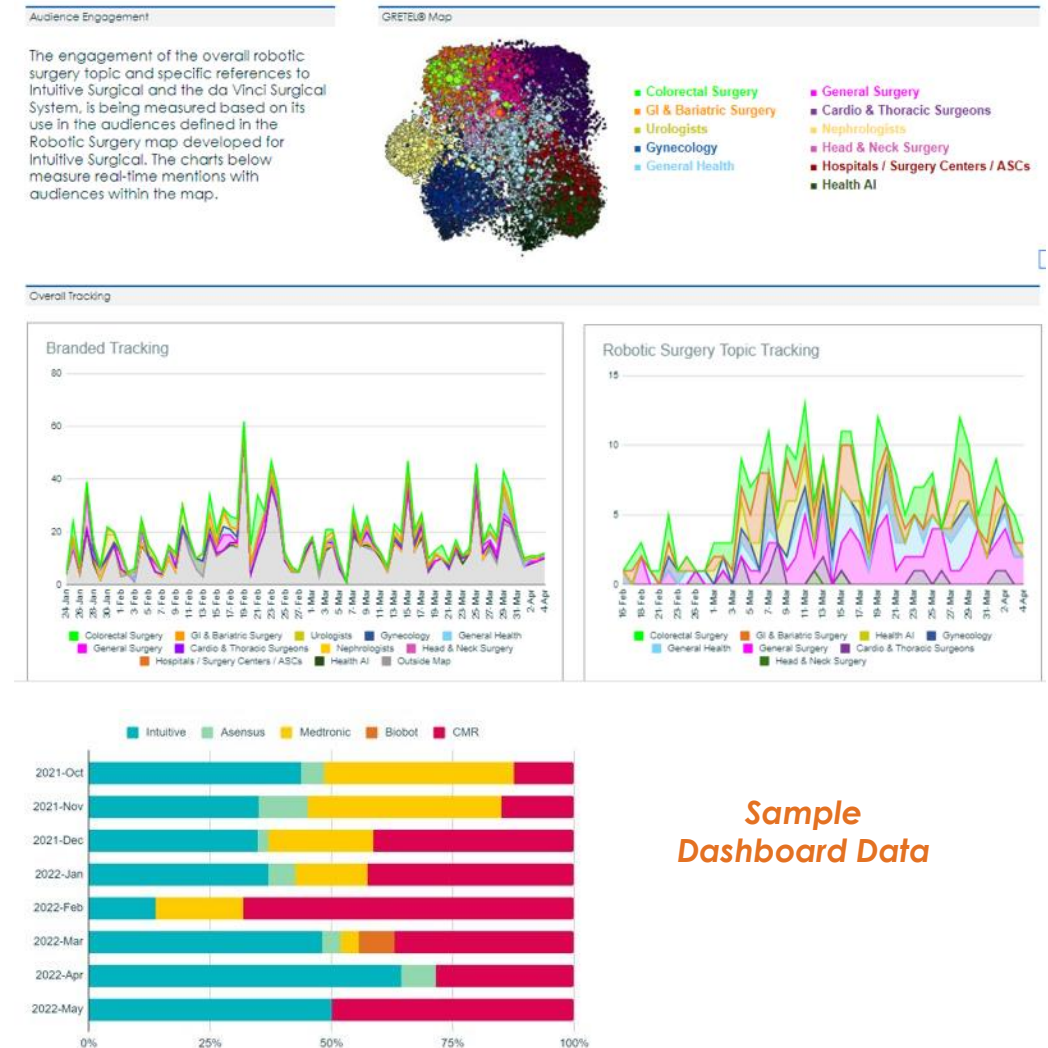


Measuring Audience Reach in Year 2 and Beyond

After a full year of activity, we will analyze communications impact through developing a **Gretel Brain Health Map** and measure the reach of both MBRF and other organizations in impacting key audiences.

A **dashboard** helps us analyze how audiences engage with specific messages and language about brain health and aging over time to see if MBRF messaging is spreading within these audiences. We can evaluate audience engagement among individuals, organizations and media influencers across the brain health landscape.

Semi-annually, we will develop a **tracking report** to identify trends and provide recommendations for any needed changes in communications implementation.



Why It Works



Web



Earned Media



Social Media



Paid Media &
Advertising



Partnerships

CONSUMERS



Facebook | Instagram



PRIMARY CARE PROVIDERS



Twitter | LinkedIn



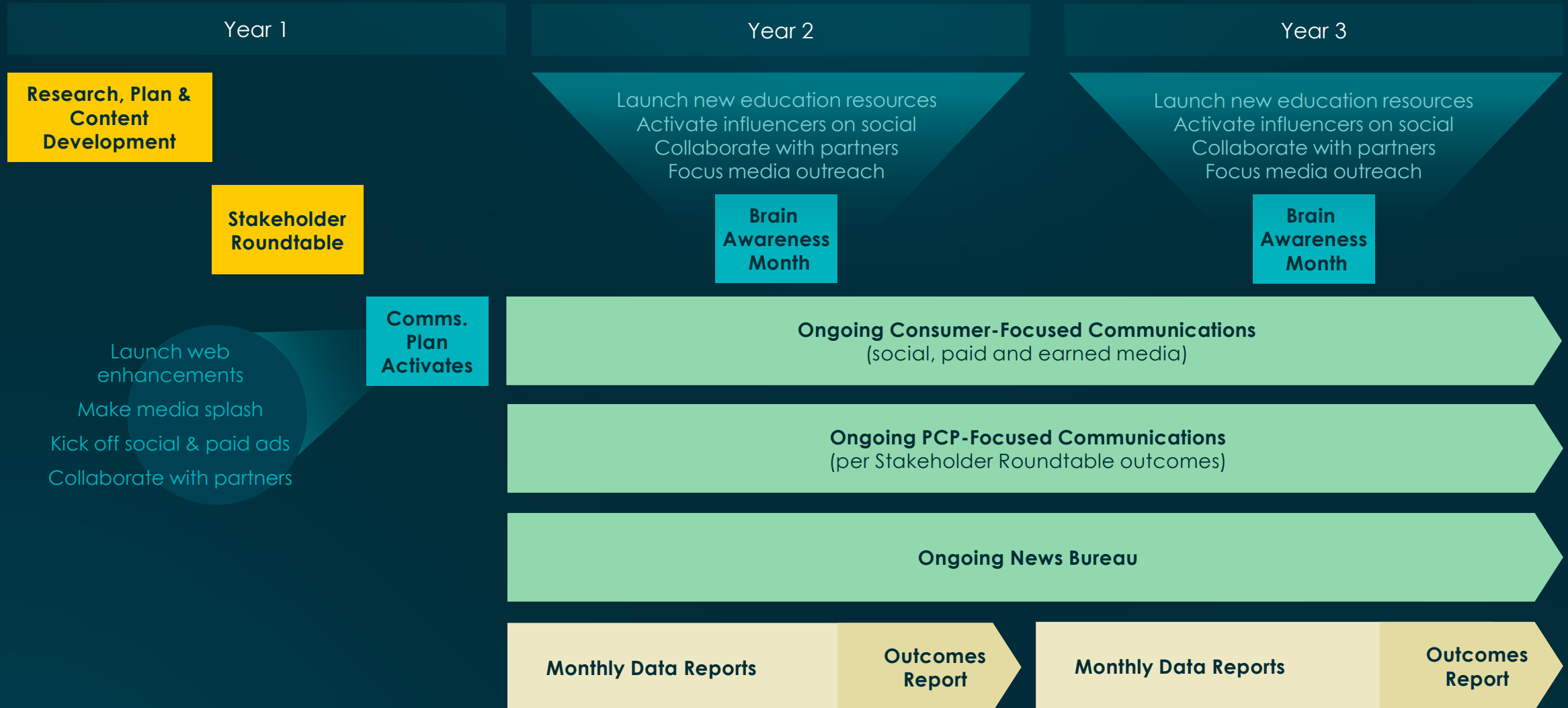
RESEARCHERS



Twitter | LinkedIn

How It Works

This timeline reflects activities and related estimated costs for Budget C on slide 47.



Budget A

Our approach to financial management for our clients can be summed up as: “no surprises.” We agree with every client at the start of our engagement on project budgets, scope and anticipated expenses. The budget below reflects estimated costs for labor and out-of-pocket expenses for three years to complete the activities listed within the lower range of the budgets provided in the RFP.

Phase	Fee	Expenses
Communications Research and Planning Year 1: Primary and secondary research and analysis (landscape analysis, online survey), communications planning (Communications Plan, Message Frameworks). Year 2: Update Communications Plan. Year 3: Update Communications Plan.	Year 1: \$86,000	\$27,000 (survey)
	Year 2: \$10,000	
	Year 3: \$10,000	
	Total: \$106,000	\$27,000
Communications Development Year 1: Create communications creative concept and a suite of materials (i.e., quiz, videos), including web page refresh (2 pages). Engage partners, PCPs and other key stakeholders. Prepare for earned and paid media activations. Year 2: Create new materials, including 3 rd web page. Engage partners, PCPs and other key stakeholders. Includes Stakeholder Roundtable. Year 3: Create new materials, including tools for PCPs. Engage partners, PCPs and other key stakeholders.	Year 1: \$125,000	\$10,000
	Year 2: \$75,000	\$7,500
	Year 3: \$50,000	\$4,000
	Total: \$250,000	\$21,500
Communications Promotion Year 1: Communications activation and ongoing promotion for 4 months through social media content, paid advertising, earned media outreach and partner engagement. Year 2: Ongoing social media content, paid advertising and partner engagement. Year 3: Ongoing social media content, paid advertising and partner engagement.	Year 1: \$40,000	\$20,000 (paid ads)
	Year 2: \$60,000	\$20,000 (paid ads)
	Year 3: \$60,000	\$20,000 (paid ads)
	Total: \$160,000	\$60,000
News Bureau and Thought Leadership Year 1: Identify and train media spokespeople; begin media monitoring; ongoing proactive and reactive media relations activities, including thought leadership, for 4 months. Year 2: Ongoing proactive and reactive media relations activities, including thought leadership. Year 3: Ongoing proactive and reactive media relations activities, including thought leadership.	Year 1: \$28,000	\$2,500 (releases on wire)
	Year 2: \$78,000	\$2,500 (releases on wire)
	Year 3: \$78,000	\$2,500 (releases on wire)
	Total: \$184,000	\$7,500
Ongoing Communications Reporting, Evaluation, and Project Management Year 1, 2, and 3: Prepare monthly metrics and end-of-year reporting. Project administration, including budget management, monthly invoicing and ongoing strategic counsel.	Year 1: \$48,000	
	Year 2: \$68,000	
	Year 3: \$68,000	
	Total: \$184,000	
Total: \$1,000,000	\$884,000	\$116,000

Budget B

This budget reflects estimated costs for labor and out-of-pocket expenses for three years to complete the activities listed below in the middle range of the budgets provided in the RFP. The descriptions show the **differences from Budget A**.

Phase	Fee	Expenses
Communications Research and Planning <i>Year 1:</i> More in-depth landscape analysis, adds online bulletin boards with consumers. <i>Year 2:</i> Adds custom GRETTEL map creation. <i>Year 3:</i> N/A	Year 1: \$115,000	\$36,000 (research)
	Year 2: \$50,000	\$11,000 (map fee)
	Year 3: \$10,000	
	Total: \$175,000	\$47,000
Communications Development <i>Year 1:</i> Expands on materials developed in Year 1, shifts Stakeholder Roundtable to Year 1. <i>Year 2:</i> Shifts development of tools for PCPs to Year 2. More robust partner engagement. <i>Year 3:</i> Expands on materials developed. More robust partner engagement.	Year 1: \$160,000	\$12,000
	Year 2: \$120,000	\$12,500
	Year 3: \$90,000	\$10,000
	Total: \$370,000	\$34,500
Communications Promotion <i>Year 1:</i> More robust communications activation and promotion; launch Instagram channel. <i>Year 2:</i> More robust promotion, including increased paid advertising. <i>Year 3:</i> More robust promotion, including increased paid advertising.	Year 1: \$65,000	\$40,000 (paid ads)
	Year 2: \$85,500	\$70,000 (paid ads)
	Year 3: \$85,500	\$70,000 (paid ads)
	Total: \$236,000	\$180,000
News Bureau and Thought Leadership <i>Year 1:</i> More robust media relations and thought leadership activities. <i>Year 2:</i> More robust media relations and thought leadership activities. <i>Year 3:</i> More robust media relations and thought leadership activities.	Year 1: \$34,000	\$2,500 (releases on wire)
	Year 2: \$94,000	\$2,500 (releases on wire)
	Year 3: \$94,000	\$2,500 (releases on wire)
	Total: \$222,000	\$7,500
Ongoing Communications Reporting, Evaluation, and Project Management <i>Year 1, 2, and 3:</i> More robust reporting on a larger set of communications activities. Adds semi-annual trend analysis using Gretel data (one report in Y2, two reports in Y3).	Year 1: \$48,000	
	Year 2: \$85,000	
	Year 3: \$95,000	
	Total: \$228,000	
Total: 1,500,000	\$1,231,000	\$269,000

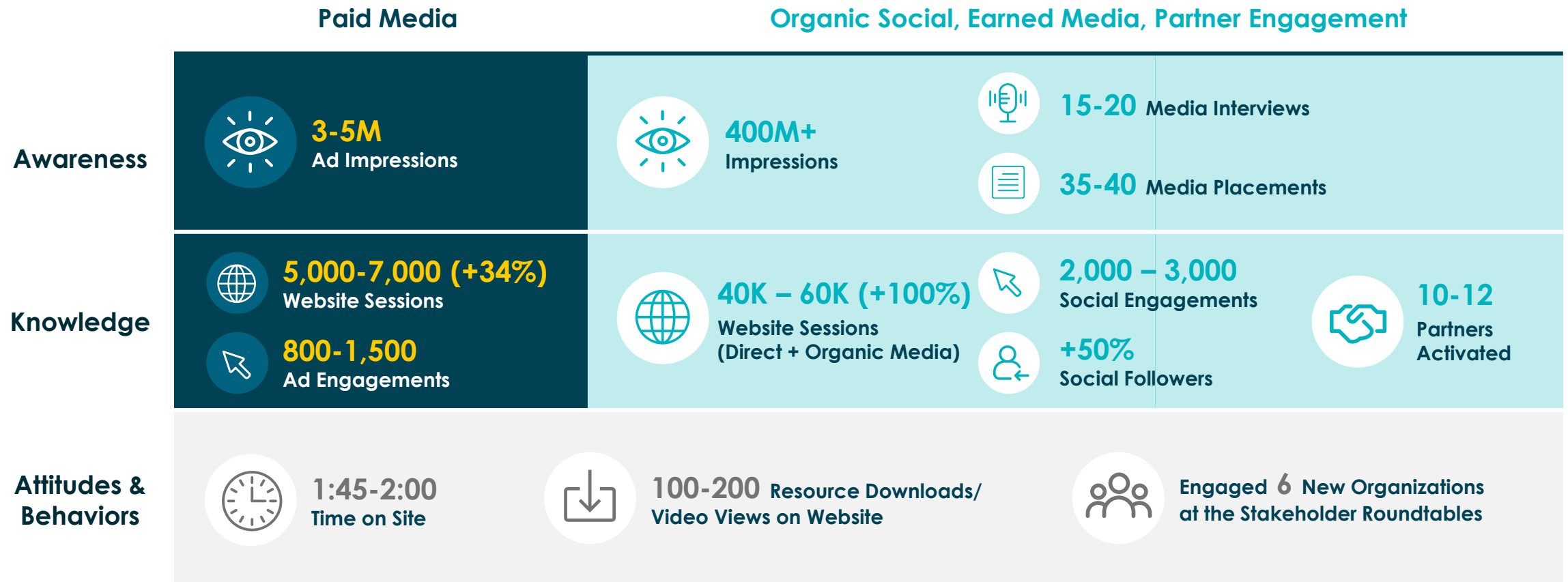
Budget C

This budget reflects estimated costs for labor and out-of-pocket expenses for three years to complete the activities listed below in the higher range of the budgets provided in the RFP. The descriptions show the **differences from Budget B.**

Phase	Fee	Expenses
Communications Research and Planning Year 1: Adds PCP online bulletin boards. Adds researcher IDs. Year 2: N/A Year 3: Adds follow-up online survey.	Year 1: \$140,000	\$52,000 (research vendors)
	Year 2: \$50,000	\$11,000 (map fee)
	Year 3: \$28,000	\$27,000 (survey)
	Total: \$218,000	\$90,000
Communications Development Year 1: Expands on materials developed, including moving 3 rd web page to Year 1. Adds influencer engagement. Year 2: Adds PSA development. Adds influencer engagement. Year 3: Adds influencer engagement.	Year 1: \$225,000	\$15,000
	Year 2: \$225,000	\$12,500
	Year 3: \$112,000	\$10,000
	Total: \$562,000	\$37,500
Communications Promotion Year 1: N/A Year 2: More robust promotion, including increased paid advertising and influencer fees. Adds PSA distribution. Year 3: More robust promotion, including increased paid advertising and influencer fees. Adds PSA distribution.	Year 1: \$65,000	\$40,000 (paid ads)
	Year 2: \$115,000	\$150,000 (paid ads, PSA distro start, influencers)
	Year 3: \$115,000	\$150,000 (paid ads, PSA distro continues, influencers)
	Total: \$295,000	\$340,000
News Bureau and Thought Leadership Year 1: N/A Year 2: N/A Year 3: N/A.	Year 1: \$34,000	\$2,500 (releases on wire)
	Year 2: \$94,000	\$2,500 (releases on wire)
	Year 3: \$94,000	\$2,500 (releases on wire)
	Total: \$222,000	\$7,500
Ongoing Communications Reporting, Evaluation, and Project Management Year 1, 2, and 3: N/A	Year 1: \$48,000	
	Year 2: \$85,000	
	Year 3: \$95,000	
	Total: \$228,000	
Total: \$2,000,000	\$1,525,000	\$475,000

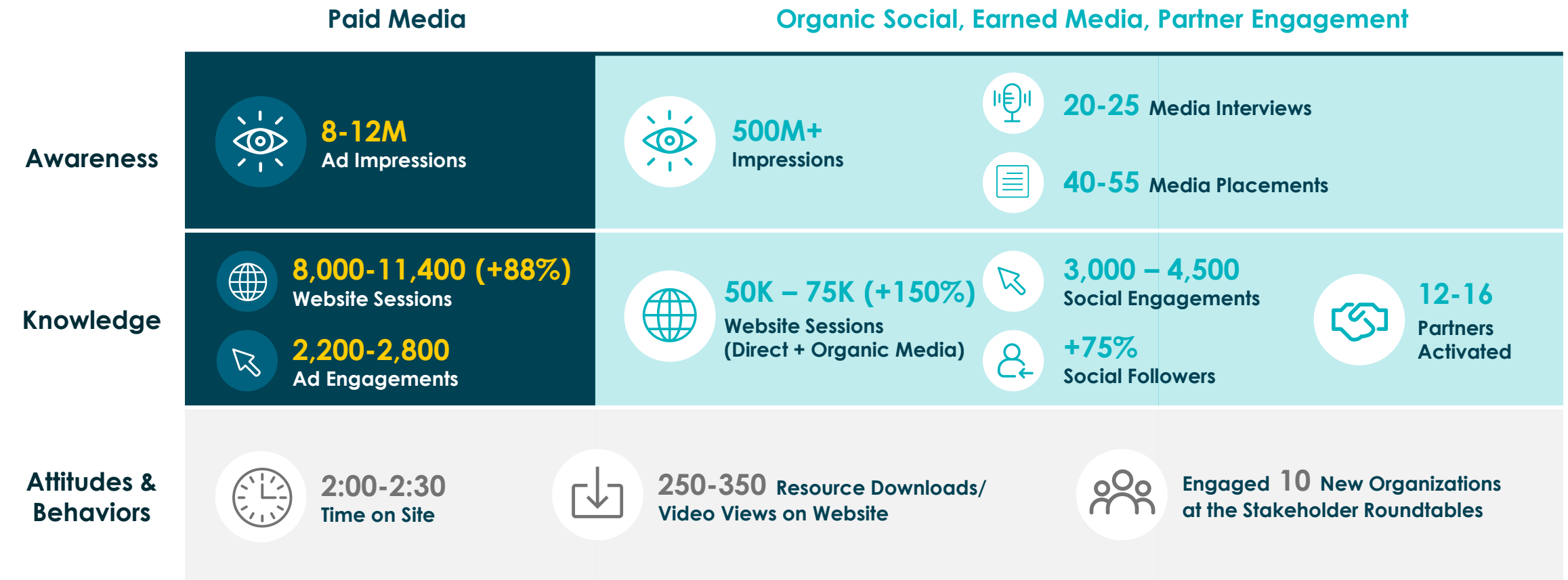
Performance Dashboard Sample: Budget A

The dashboard below reflects potential results for the three-year contract related to key areas of interest, such as media coverage, web traffic, and growth in social media followers/engagement. These are estimates based on previous experience with projects similar in size and scope.



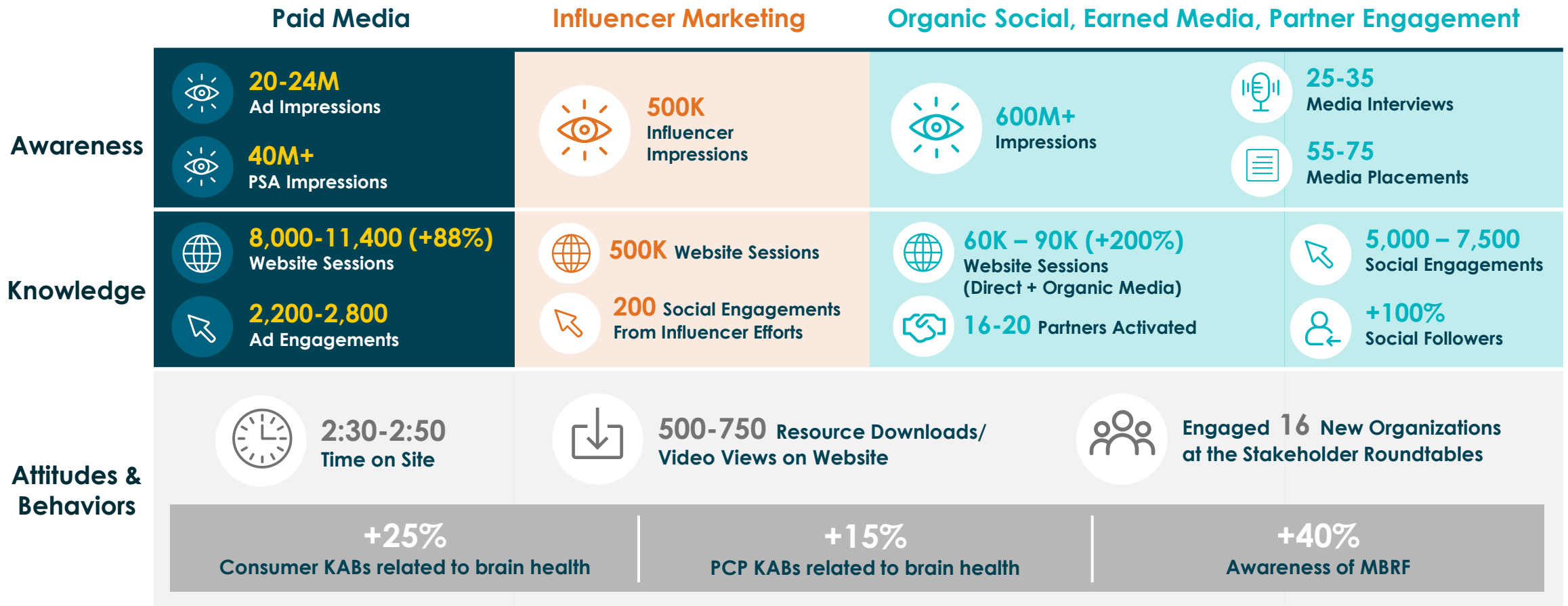
Performance Dashboard Sample: Budget B

The dashboard below reflects potential results for the three-year contract related to key areas of interest, such as media coverage, web traffic, and growth in social media followers/engagement. These are estimates based on previous experience with projects similar in size and scope. *The Gretel Message and Audience Tracking can be added after the initial Gretel map is completed.*



Performance Dashboard Sample: Budget C

The dashboard below reflects potential results for the three-year contract related to key areas of interest, such as media coverage, web traffic, and growth in social media followers/engagement. These are estimates based on previous experience with projects similar in size and scope. The Gretel Message and Audience Tracking can be added after the initial Gretel map is completed.

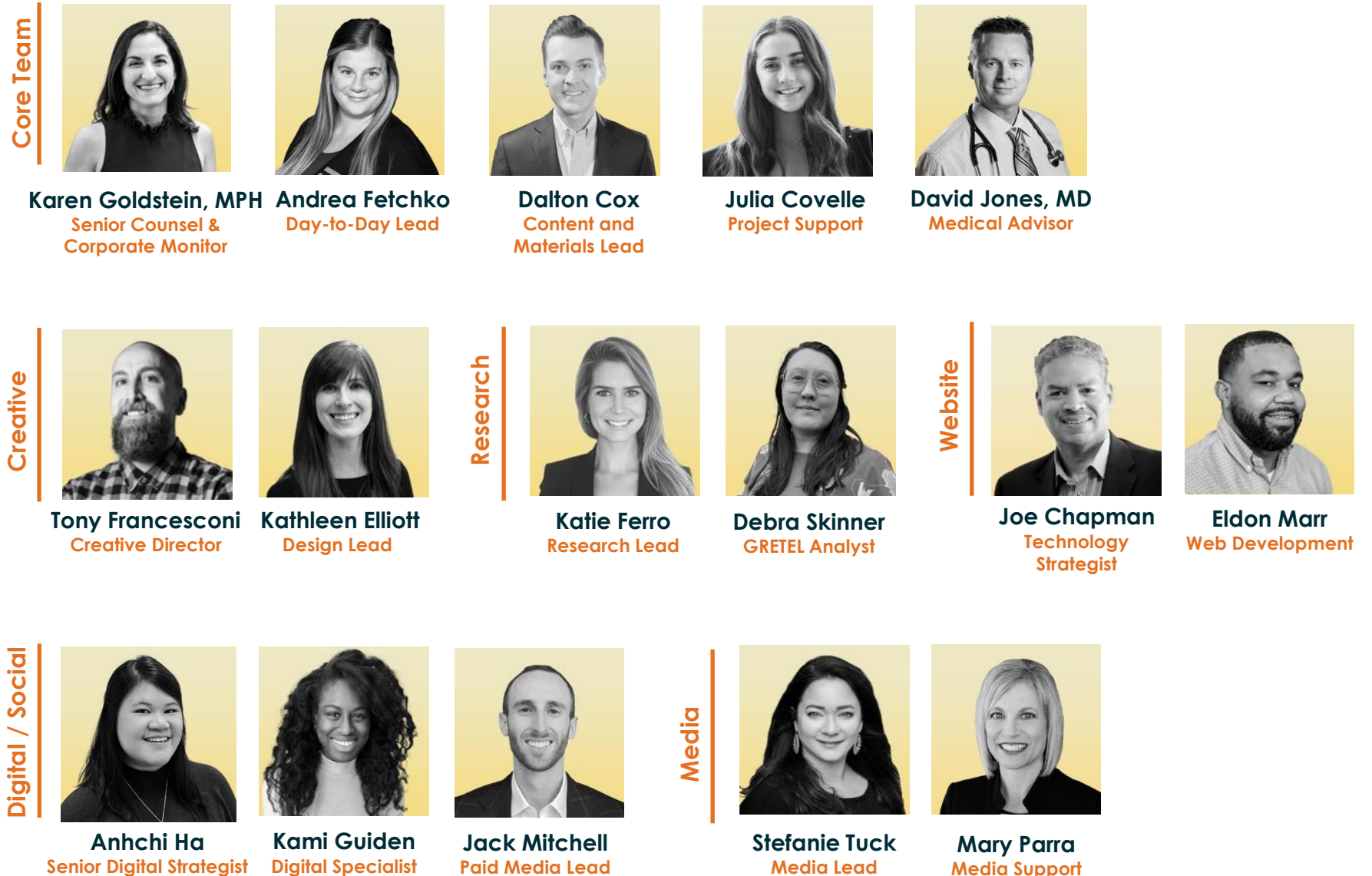


Working with JPA Health



Team Structure

This organizational chart represents our key team members. As a fully integrated agency, the core team coordinates and works collaboratively with a dedicated bench of specialists with the skills and expertise needed for this effort—creating a seamless experience for our clients.



Strategy & Account Management



Karen Goldstein, MPH
Senior Counsel & Corporate Monitor

Karen brings more than 20 years of experience leading integrated health communications efforts for mission-driven organizations that engage consumers and the health care providers that care for them. She leads JPA's work with nonprofit organizations and professional associations, including providing strategic counsel and oversight for the LUNgevity Foundation's work to bring the *No One Missed* campaign to underserved communities. In addition, she has supported multi-channel campaigns to reach the public and health professionals for the American College of Obstetricians and Gynecologists (ACOG) and American Gastroenterological Association (AGA).

Before joining JPA, Karen led the inception and growth of *What is Brain Health?*, an integrated awareness campaign from the National Institute on Aging and Administration for Community Living to normalize the concept of brain health among older Americans. She directed strategic planning, research, evaluation and multi-channel implementation for the general population and Hispanic audiences.



Andrea Fetchko
Day-to-Day Lead

Andrea brings ten years of experience in public relations with a specialty in consumer- and patient-focused campaigns. She is well-versed in leading strategic communications and media relations efforts for nonprofits. She is most passionate about advocacy, healthcare and science-based work, and her experience spans a wide range of industries including healthcare, government, consumer and education. Andrea has robust experience in rebranding campaigns, internal communications, event planning and media campaigns targeted towards patient audiences.

Andrea oversees integrated PR, marketing and award-winning campaigns highlighting the stories of real patients to increase awareness of critical public health issues. As the project lead for the nonprofit pharmaceutical Medicines360, she develops marketing strategies and content to reach professional communities. She leads campaign and materials development for consumer audiences for The American Association of Immunologists. Andrea also develops and leads media strategies targeted to consumers for Be The Match.



David Jones, MD
Medical Advisor

As a recently retired physician in the Washington, DC metro area, Dr. Jones is recognized for bringing patient care back to basics. His philosophy is that each patient deserves time and attention from their doctor. Dr. Jones is certified with the American Board of Internal Medicine and a member of the American Academy of Private Physicians.

Early in his career, Dr. Jones cared for acutely ill hospitalized patients at Winchester Medical Center and its affiliate hospitals. Dr. Jones recently led Principal Medical Group in McLean, VA, where he applied his training, communication skills and personal approach as a concierge physician.

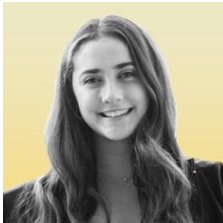
Dr. Jones' unique understanding of patient needs and his interactive approach to care translates into sensitive counsel for JPA Health's clinically focused healthcare campaigns. He also ensures JPA Health's medical content is editorially sound and scientifically robust. Dr. Jones has been published about the need for a new direction in patient care.

Account Management & Media



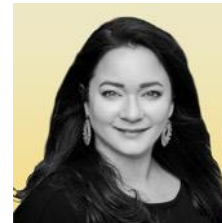
Dalton Cox
Content and Materials Lead

With over five years in communications, Dalton has experience managing various aspects of public relations, including media strategy and outreach efforts for major announcements and ongoing visibility initiatives. His work has resulted in top-tier hits for his clients, including spearheading Leapfrog's Hospital Safety Grade and outreach around CMS PSI-90. He also demonstrates a special talent for copywriting and translating complex data/issues into easy-to-understand language. He frequently leads on drafting a variety of public awareness campaign materials, from communication toolkits to long-form op-eds or research reports. Other clients include Children's National Hospital, the National Commission on Certification of Physician Assistants, LUGPA, The Physicians Foundation and American Kidney Fund.



Julia Covelle
Project Support

Julia is dedicated to advancing the missions of health-focused organizations. At JPA Health, she supports day-to-day account work for nonprofit clients through developing messaging and materials, monitoring for trending topics, conducting media outreach and securing earned media placements. Julia has worked with the American Gastroenterological Association on its patient education campaign developing educational resources and securing media coverage about the social and emotional hurdles of living with a chronic condition. She has also supported the development of COVID-19 vaccination awareness materials for the Horowitz Center for Health Literacy at University of Maryland School of Public Health. Julia's other focus areas include media relations support for the American Kidney Fund, Be The Match and the LUNgevity Foundation.



Stefanie Tuck
Media Lead

As a health media strategist, Stefanie is passionate about using research and storytelling to break down complex health information for the public. For over 15 years, she has provided strategic communications and legislative counsel for organizations throughout the life sciences, nonprofit sector and medical associations and has worked on countless media campaigns across verticals including HCP engagement endeavors, digital health, therapeutic research and development, mental health and government initiatives. A few examples of her work include media engagement for The Physician's Foundation on increasing mental health and wellbeing awareness among patients and providers, leading national and state-specific earned media efforts for CMS Open Enrollment, education around the national opioid epidemic and addiction crisis and efforts around the expansion of diagnostic testing following the beginning of the COVID-19 pandemic.



Mary Parra
Media Support

With foundational experience in broadcast and print journalism, as well as more than a decade in public relations, Mary brings a unique perspective to navigating the health media landscape. Her passion for storytelling, coupled with her keen interest in health and life sciences, allows Mary to see through to the best topic angles and aids clients in telling their stories in impactful ways. Mary specializes in local media, following on her broadcast days, along with a strong understanding of what journalists are looking for in national and consumer outlets. Mary has led a nationwide media campaign with Be The Match that led to widespread coverage and a significant boost in donor registration. She has also been instrumental in driving comprehensive media campaigns such as an innovative gut health solution for people experiencing chronic constipation and bringing awareness to genetic testing options that have led to robust local and national coverage.

Digital



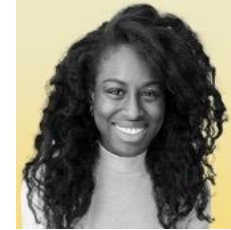
Anhchi Ha
Senior Digital Strategist

With over nine years of experience, Anhchi oversees digital content strategy for JPA's clients spanning all practice areas, from Life Sciences to Public Health to Fed Gov. For our clients, she supervises content strategy and development for tactics such as organic and paid social, display and video advertising, website content development and influencer/celebrity marketing. She has led and/or contributed to several digital launches for a wide array of clients (and budgets) related to brand awareness, disease education and reputation management. Anhchi is the strategic counsel lead for LUNgevity Foundation and Be The Match – two projects with a large focus on social and digital work, including ongoing influencer marketing contracting and co-creation. Within JPA, she manages the agency's Digital Liaisons Program, which is geared towards equipping junior staff across the agency with the digital knowledge and skills to continually better serve our clients in digital and social media. She is also a member of the Digital Marketing Institute.



Jack Mitchell
Paid Media Lead

Jack leads paid media strategy and execution across all clients at JPA. Among his successes is a multi-year paid media campaign with ACOG that reached its nine-month physician registration goal in six months. He has also spearheaded national awareness campaigns, like one for the LUNgevity Foundation that increased patient knowledge of comprehensive biomarker testing for lung cancer by 20% compared to a control group. His other experiences with HCP-targeted campaigns include new product launches for drugs in the gastroenterology and dermatology space, where patients often first present symptoms to their PCP. These campaigns increased awareness among PCPs of conditions and treatments that they may not have been familiar with and encouraged them to learn more about prescribing best practices.



Kamilah Guiden
Digital Specialist

With over eight years of experience, Kamilah is passionate about all things digital. She has experience in digital and social media strategy, content strategy and management, SEO and influencer marketing (as both the influencer and the marketer). At JPA Health, she uses data and analytics to provide strategic counsel for clients navigating complex and nuanced online conversations. She also develops innovative and inclusive social campaigns and helps clients understand social and web metrics in an easily accessible way that offers actionable recommendations. Kamilah offers a real-world patient perspective on living with Crohn's as a Black woman and helped create a diverse and inclusive patient campaign for AGA. In addition, for the Alliance for Regenerative Medicine, she provided counsel in creating thoughtful social media calendar and copy that gained attention from media and policymakers. Kamilah is also a member of the American Marketing Association and volunteers for the DC Chapter as a content specialist.

Research



Katie Ferro
Research Lead

Katie is a qualitative and quantitative researcher who designs and implements research plans for nonprofit organizations, government agencies, and life sciences companies. She has led the development of custom surveys and conducted in-depth interviews and online discussion boards with patients and health care providers to inform public education efforts for clients including the LUNgevity Foundation, the American Gastroenterological Association, and the Biller Family Foundation. Katie has also leveraged her background in public opinion research to spearhead marketing research efforts among consumers and researchers for clients like Brightside Health and the United States Pharmacopeia (USP). Currently, she leads market research at JPA, including formative research for CDC NIOSH's National Education and Awareness Campaign to support health care worker mental health.



Debra Skinner
GRETEL Analyst

Debra has experience generating data-driven insights for government agencies, nonprofit organizations and life sciences companies. She specializes in research strategy and insights, data analysis and presentation. She currently leverages GRETEL and JPA's proprietary research daily to support insights, identify influential organizations, media outlets and individuals for key audiences, and inform persona development with in-depth research and deep dives. Since joining JPA's Research and Insights team, Debra has expanded JPA's ability to develop insights from GRETEL and other data sources. Recently, she has supported consumer outreach in targeting Gen Z audiences for Be The Match and targeting health-minded consumers (millennial and Generation X) for the American Association of Immunologists. Debra previously spent five years as a research analyst (Staff Operations Specialist) at the DOJ working in both counterintelligence and counterterrorism. In that position, she identified creative and outside-the-box research and data-collection strategies.

Creative & Web



Tony Francesconi
Creative Director

Tony has 20 years of experience in the health care marketing and communications industries where he has spearheaded global brand launches, campaign evolutions and multi-platform experiences all with the singular goal to improve patient outcomes. He believes in the power of dreaming big, and works to inspire bold thinking with the JPA team. Tony works across JPA's public health practice crafting brand strategies and campaign work for LUNGeVity Foundation's No One Missed and AGA's My IBD Life campaigns.



Kathleen Elliot
Design Lead

With nearly a decade of creative design experience, Kathleen has supported clients across a wide range of focus areas and crafted numerous disease education and public health awareness campaigns. Her strengths lie in bringing clarity to complex information and messages through clear, thoughtful and impactful graphic solutions. She led the creative development of LUNGeVity Foundation's No One Missed campaign and the creative development of the award-winning campaign, Vital Signs, for the Physicians Foundation, raising awareness of the physician suicide rate. She has also helped bring campaigns to life for other professional associations such as AACE, ACOG and AGA.



Eldon Marr
Web Development

Eldon has created and managed websites, online tools and web applications for a variety of health care clients, including organizations reaching health care professionals such as NCCPA, AGA and Blue Circle Health. With over 15 years of web development experience, he creates custom sites on WordPress, Drupal and Joomla, among other platforms. Eldon ensures all websites are responsive, accessible and is well versed in both front and back-end development using PHP, HTML, CSS and JavaScript. Eldon is also experienced in domain/server management and hosting set-up and support. Through it all, Eldon's top focus is to create web-based solutions that are compatible across all devices, accessible for all audiences, intuitively customizable and scalable for clients.



Joseph Chapman
Technology Strategist

Joe has more than 20 years of experience working at the junction of marketing and information technology. He has spearheaded CRM, database marketing and digital marketing solutions for clients in the health care sector. He is a data-driven, end-to-end marketer with a track record of managing technical teams and large account portfolios. Joe's recent experience has been focused on the strategic delivery of digital marketing solutions integrated across paid, earned, shared and owned media for clients and assignments in health care such as LUNGeVity Foundation's No One Missed campaign, AGA's My IBD Life campaign and The Physicians Foundation.

Our Approach to Project Management

Our approach to working with clients is flexible, depending on client preferences and bandwidth. We aim to work in partnership with our clients to foster an open, honest relationship for discussing, planning, and problem solving at every stage of the project. We also solicit feedback proactively from our clients on a regular basis.

To ensure continuous quality control of a multi-faceted program, our clients have a dedicated core team that is overseen by senior staff committed to regular communication. This ensures on-budget, on-time, high-quality work.

Our account management for MBRF will include:

- Ensuring at the outset that our clients understand what role each team member plays
- Weekly calls to discuss day-to-day project management
- Monthly activity reports summarizing key activities to accompany each invoice
- Use of time-and budget-tracking software to monitor spending on a weekly basis to ensure responsible fiscal management



The Feeling is Mutual

Our clients are satisfied and love our staff.

How do we know? We asked!



Award-Winning Results

- International PR Network Agency of Year (2022)
- MM&M Midsize Healthcare Agency of the Year; Finalist 2022; Winner 2021
- Modern Healthcare Agency of the Year (2021)
- PRWeek Outstanding Small Agency (2021)
- MM&M Top 100 Agency (2022, 2021, 2020, 2019)
- PR News Agency Elite Top 100 (2022, 2021, 2020)
- 2021 Aster Awards Gold (first place) in 3 categories: Patient Education, Self Promotion; Social Media Campaign
- 2020 Modern Healthcare Impact Awards Gold (first place) in 3 categories, including: Integrated Campaign of the Year; Social Media Campaign of the Year; Digital Campaign of the Year
- PR World Awards 2020, Full Service Agency of the Year and Public Relations Agency of the Year Gold Winner, JPA Health
- PM360 2020 Trailblazer Awards, Social Media Campaign, Medicines360's Birth Control is #NotAwkward
- PR Week Purpose Awards EMEA 2020, Best Equality & Inclusion Cause Campaign, Autistica's Embracing Complexity
- 2020 Communiqué Finalist: Charitable Campaign of the Year' Award
- 2020 Communiqué Excellence in Communications – Payers/Polymakers Finalist, Autistica's Embracing Complexity
- 2020 PRSA Bronze Anvil Award Winner – Best Use of Branded Content, Health Care
- 2020 PRSA Bronze Anvil Award Winner – Media Relations, Health Care
- 2019 Ragan's Health Care PR and Marketing Awards – Health Care Agency of the Year Grand Prize, Content Marketing and Brand Journalism Honorable Mention, Visual Design Honorable Mention
- 2019 American Public Health Association – Global Public Health Film Festival – MRF Get Naked
- 2019 PRSA-NCC Thoth Awards – Events and Observances Winner, Media Relations (Nonprofit) Winner, Social Media Winner
- 2019 PRWeek Purpose Awards – Best Use of Digital/Social Media Finalist
- 2018 PRSA-NCC 50th Annual Thoth Awards – Large PR Agency of the Year Winner, Websites Winner
- 2018 PR News' Platinum Awards – Small PR Firm of the Year Finalist

100+

AWARDS

recognizing JPA's strategic approach to developing and implementing health care communications campaigns, including:



Aster Awards
HONORING EXCELLENCE IN HEALTHCARE ADVERTISING

MM&M

Why MBRF Should Work with Us

- ✓ Strong track record for success – we produce award winning work
- ✓ Fully integrated team of PR, marketing and creative experts – seamless collaboration leads to the strongest results
- ✓ Long history supporting foundations and nonprofits with integrated public awareness and reputational campaigns
- ✓ Understanding of the art and science behind results-oriented communication – this is what we do
- ✓ Dedicated in-house research, creative and digital teams – our experts are always available
- ✓ Proprietary access to GRETEL, a powerful tool to understand the dynamics of a health care issue as well as where and how key audiences are talking about it
- ✓ Standout creative paired with editorial excellence and cultural competency expertise – we get it right the first time
- ✓ **Unwavering passion about the work we do and the clients we serve – we care as much as you do**



Examples of Our Work



Creating a First-of-its-kind Community-driven Biomarker Testing Campaign

ASK

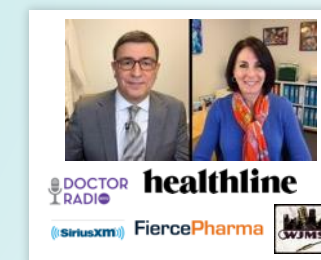
More than 235,000 Americans will be diagnosed with lung cancer this year. However only 1 in 4 people with non-small cell lung cancer (NSCLC) receive comprehensive biomarker testing, which reveals specific genetic drivers that cause cancer to grow and spread and which helps to match patients with the appropriate treatment. Given this, the LUNgevity Foundation engaged JPA Health to develop a first-of-its-kind, community-driven biomarker testing campaign.

ANSWER

JPA created No One Missed, a large-scale public education campaign to drive essential education around comprehensive biomarker testing in lung cancer patients. *No One Missed* is a unifying cause bringing together 30+ partners across industry, medicine, patient advocacy and professional groups to combine resources, connections and expertise.

JPA launched a surround-sound, integrated approach to reach patients—and those who influence them—where they are through a combination of social, digital, earned and paid media tactics. After a successful national launch in the first year, the campaign's focus in year two was on reaching medically underserved audiences nationally and in four pilot markets. We created and launched a public service announcement focused on reaching these audiences nationally.

Through a combination of earned, digital and social media, the campaign has secured **120M+ impressions**, **108K+ website sessions**, **1,800+ media placements**, and **1.2M+ video views**.



AWARDS



Modern Healthcare



Raising Visibility of COVID-19's Impact on America's Physicians

ASK

Physician burnout and suicide was a public health crisis long before COVID-19, but physicians are experiencing new and mounting challenges because COVID-19 has added a new dimension to the frontlines of care—treating an unpredictable and deadly virus, navigating the multi-faceted stress of keeping their practices afloat and preventing personal health risks while caring for others. Now more than ever, The Physicians Foundation sought to raise awareness of the challenges plaguing physicians and ensure their voices were being heard by key healthcare decision makers.

ANSWER

JPA Health helped reconceive the Foundation's biennial national physician survey to focus on physicians' perspectives during the COVID-19 pandemic. We implemented an integrated communications plan for a [three-part survey](#) release, including media relations, digital content strategy, stakeholder engagement and email marketing.

During the first-part release, we launched [America's Health: Stories from Physicians on The Frontline](#) to create an anthology of physicians' experiences. We then partnered with Jennifer Breen and Corey Feist, sister and brother-in-law of the late Dr. Lorna Breen, an emergency room physician who died by suicide in April 2020. Together, we increased awareness about physician burnout and suicide and offered solutions, such as the Foundation's [Vital Signs](#) Initiative.

We garnered **410 pieces of media coverage** with a potential reach of **1.5B+** including placements in ABC News, Kaiser Health News, New York Times, NBC News, NPR, STAT, Wall Street Journal and Washington Post. We also **increased the Foundation's website users by 79%, LinkedIn engagements by 32% and Twitter engagements by 131%.**

Helping People Who Had it 'Up To Here'

ASK

More than 1 in 10 Americans will develop a thyroid disease during their lifetime, yet many of those affected are unaware of their condition. The American Association of Clinical Endocrinologists (AACE) aimed to empower people to recognize these symptoms and to talk with their health care providers.

ANSWER

JPA developed the "Up To Here" campaign to give people with thyroid diseases the ability to discern their symptoms from those of other conditions, so they can say they have had it "Up To Here" with feeling unwell. The multifaceted, integrated campaign included targeted media outreach, digital and social advertising, and organic social and digital activities that featured tools to support action and leveraged AACE's network of experts as spokespeople.

Over nine months, the campaign reached over **270 million people** through traditional and digital media channels, including features in Healthline, Vogue and EatingWell.

Additionally, ThyroidAwareness.com garnered a 7% year-over-year increase in time spent on the website with more users exploring multiple pages on the site. Digital ads and organic social media posts garnered nearly **3 million impressions** with a **4% engagement rate**, which is well above industry standards.

Up To Here →

AWARDS



Medicines[®]
360 ♀



#NotAwkward

"I want other women to know that it is okay to stand alone. Keep an open mind and be open to learning."

Sandra, Medicines360
Front Desk/Office Operations
MBRF + JPA Health

Helping Women have Good Conversations

ASK

A national survey found that feeling uncomfortable talking about sex or birth control is a major barrier for women accessing birth control. Medicines360 aimed to raise awareness about the various challenges women experience when trying to access birth control, while also positioning themselves as a leader in reproductive health.

ANSWER

JPA developed the #NotAwkward campaign that encouraged women to share stories about their reproductive health. JPA conducted primary research to develop original content based on women's stories and shared the results through social channels. To increase relevancy and authenticity, the campaign used memes and images of real women in addition to carefully selected stock photos.

Within a week of the campaign launch, the **number of Instagram followers increased nearly 500%**. On Twitter, the campaign drove a **20% increase in impressions and 1292% increase in engagements**. A few months after launch, M360 had garnered more than **550,000 engagements and nearly 3 million impressions** on Instagram and Twitter combined. M360's "Women" page (where the campaign drove users) continues to be the most viewed page on its site.

Helping a Professional Society Dispel Cancer Risk Stereotypes

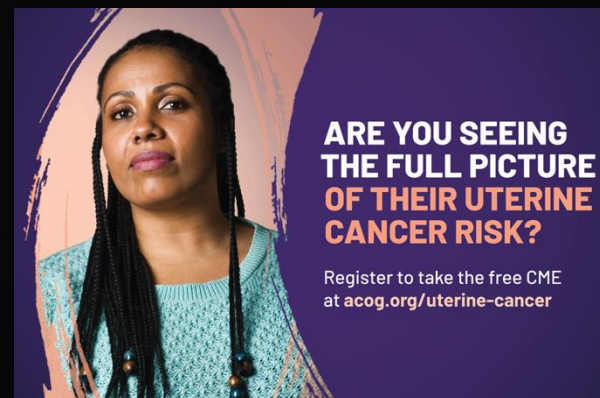
ASK

One in 10 new breast cancer diagnoses is in a woman under the age of 45, and there is a gap in early onset breast cancer (EOBC) screening among those at risk. Additionally, uterine cancer is the most common gynecologic cancer in the U.S., and incidence and mortality rates have been increasing for decades. ACOG developed a series of continuing medical education (CME) online courses to educate clinicians about EOBC and uterine cancer and how to counsel patients. They engaged JPA to create attention-grabbing campaigns and to promote the CME to clinicians who treat those at risk for these cancers.

ANSWER

JPA created *Don't Lump Your Patients Together and Are You Seeing the Full Picture?*, based on in-depth interviews with clinicians to understand barriers to discussing these cancers with patients. JPA created a suite of materials and an integrated marketing approach to reach clinicians where they are, including ACOG's owned channels, digital ads, Medscape email marketing, a partner toolkit, and conference promotion.

The results exceed expectations, including garnering **over 10 million impressions**, **reaching more than 200,000 clinicians**, and **registering 1,800 clinicians** for the CMEs.



Showcasing the Value of Certified PAs

ASK

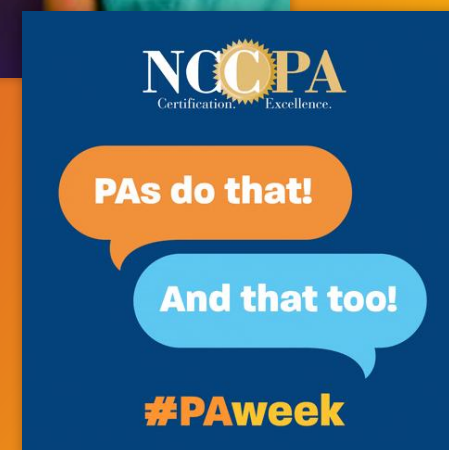
Certified PAs treat more than 9.5 million patients each week. Yet they are not often recognized for their outstanding contributions to their health care teams. NCCPA, the only certifying organization for PAs in the United States, engaged JPA Health to raise the profile of certified PAs across the country, especially during the COVID-19 pandemic, and increase understanding of their critical role and contributions to quality patient care and the health care team.

ANSWER

JPA created the "Certified PARTners" awareness campaign to reach physicians, PAs, and the general public with **real-life stories of 13 NCCPA PA Ambassadors** that personified the value certified PAs add to patients and care teams. The series included powerful images of proud, dedicated PAs and reflected PA contributions in three areas: care, communities, and quality.

JPA developed eye-catching digital content, including blog posts, a video spotlighting a PA-physician duo, and social posts, that reflected PA stories. We launched a digital, social, earned media, and out-of-home advertising campaign in 10 key markets (where the PA Ambassadors are located) to promote the PA experiences. To extend the campaign during PA Week in October, JPA created and disseminated interactive social media stickers to empower PAs to showcase their pride for the profession.

Running from July-October 2021, the Certified PARTners in Care campaign showed robust results, with paid promotion through Google Display, Twitter and YouTube video ads receiving **over 28K link clicks, 7.6M impressions and 15.9K engagements**. We secured [coverage on Good Morning America](#) with a two-minute feature of an NCCPA PA Ambassador. Additionally, OOH advertising efforts resulted in a potential reach of **5 million people** across the United States.



Thank You!

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