



Healthcare



We craft and execute custom communication strategies that inform, engage and motivate clients' key audiences.

With 40 years in the healthcare sector, Wiser Strategies has provided a full continuum of services to health plans, hospitals, practices and groups, and related service organizations.

- Research:** stakeholder, marketing, employee, consumer
- Branding:** names, logos, messaging, voice, style, design
- Creative:** concept development, production
- Media:** earned, paid, owned, digital
- Plans:** public input, marketing, communication, crisis

Our Why

Wiser Strategies helps organizations and the people who run them achieve greater success through effective communication.

Our Values

- Think deeply and creatively
- Respect each other
- Create change
- Dream large
- Communicate clearly

Our Certifications

DBE, WOSB, WBE, HUBZone



Sample Clients

- Anthem, Inc.
- Appalachian Regional Healthcare Center
- Baptist Health
- Bluegrass Family Health
- Camp Horsin' Around
- Centene Corporation
- Frontier Nursing
- King's Daughters Health
- KY Blood Center
- KY Cancer Foundation
- KY Medical Association
- KY Spirit Health Plan
- Louisville Medical Society
- Markey Cancer Center
- Our Lady of Bellefonte Hospital
- Pikeville Medical Center
- Rockcastle Regional Hospital
- Society for Opioid Free Anesthesia
- UK HealthCare
- ZirMed



wiserstrategies.com

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