



**Alliance Health**

COMMUNICATIONS

## WHAT CAN ALLIANCE HEALTH COMMUNICATIONS DO FOR YOU?

- Strategic campaign development and implementation for the not-for-profit health, social services, and public health sectors
- Specializing in evidence-based health messaging
- CDC Clear Communication Index
- Competitive rates at a fraction of the cost for similar services offered by commercial agencies
- Packaged and customized communications plans available

## ABOUT ALLIANCE HEALTH COMMUNICATIONS

Comprehensive health communications services aimed specifically at not-for-profit community-based organizations in the health, social services, and public health sectors that work within tight budgets. Alliance Health Communications provides a full complement of social media and traditional media tactics to advance an organization's mission, project, or grant application deliverable. From creative campaign conceptualization to materials/asset development to evaluation metrics, Alliance Health Communications specializes in thematic awareness-raising campaigns that rise above the communications clutter.

Our unique approach incorporates evidence-based health messaging to ensure authenticity and validity. We follow CDC Clear Communications Guidelines with an emphasis on health literacy and health equity.



**Alliance Health**

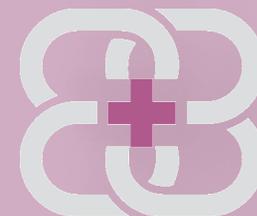
COMMUNICATIONS

**A SERVICE OF THE  
SUBURBAN HOSPITAL ALLIANCE  
OF NEW YORK STATE**

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# ALLIANCE HEALTH COMMUNICATIONS

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**Alliance Health**  
COMMUNICATIONS

• RESEARCH  
• INNOVATION  
• TECHNOLOGY

## OUR CLIENTS HAVE UNIQUE ACCESS TO:



Our local data collection analyses and reports, which can be customized



Our outreach list of 350 plus decision-makers at regional community-based organizations, hospitals, local municipalities, and other agencies important to the not-for-profit sector



Extensive and historical knowledge of health policy



25+ years' specialized health communications experience

## OUR PROCESS

**Step 1:** Issue/topic research, including environmental scan of competing messaging, potential audiences, and any health policy implications

**Step 2:** Brainstorming to narrow the angle

**Step 3:** Message and asset development

**Step 4:** Implementation

# ALLIANCE HEALTH COMMUNICATIONS

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### BASIC COMMUNICATIONS PACKAGE | \$3,500

- Campaign conceptualization
- Brainstorming sessions (2 - 1 hour each)
- Draft Framework
- Final framework
- Materials Development
- News/feature releases (3)
- Social Media Assets (12 each for two social media platforms)
- Campaign Web Page
- Blog Posts (2)

### ENHANCED COMMUNICATIONS PACKAGE | \$5,250

- All of the above , plus:
- Media relations assistance for earned placements
- Event Planning/Oversight (one event)
- Evaluation Plan and Report

### CUSTOMIZED COMMUNICATIONS PACKAGE

- Priced accordingly by hourly fee; monthly retainer arrangement available
- Selected services
  - Copywriting
  - Digital Communications
  - Event Planning and Management
  - More!

**Contact us today to see how you can wisely spend your organization's scarce communications / marketing dollars.**

### Janine Logan, MS, APR

*Vice President, Communications and Population Health; Suburban Hospital Alliance of New York State (SHANYS)*

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