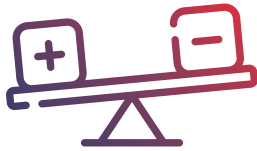




A Research-Based Roadmap for Health Care Policy and Corporate Communications

As health care companies strive to communicate value in their products and services, we recognized that the focus on value didn't always extend to how companies think about communicating about their organization. Reservoir's Value GPS is a research-based roadmap to helping companies convey impactful information that aligns around a cohesive value proposition and moves the needle with your key stakeholders.

KEY INSIGHTS FROM RESERVOIR'S VALUE GPS



Value is the best and most actionable way to think about building reputation. Value is a balance of positives and negatives and can be more easily shaped and defined. Trust and other common reputation metrics are largely influenced by societal trends outside of our control, rather than an assessment of our own actions.



Communicating value involves communicating how value accrues to the individual, system, and society. Our research proves that not only are each of these areas important, but that they are mutually reinforcing and shouldn't be seen as separate ideas.

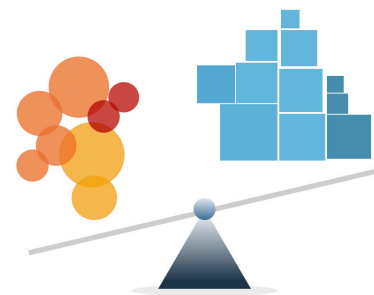


Demonstrating value is critical to advocacy—now more than ever. As political dynamics are rapidly shifting, a new base of voters are having greater influence on policy while challenging traditional assumptions about partisan leanings.



Understanding What Your Audiences Value (or Don't) is Key to Telling Your Story

Irrespective of your audience (policymakers, employees, providers, consumers, etc.), it is important to understand that the value you bring to them is the ultimate question on their mind when it comes to your company. That value is always a balancing act between what we have identified as “**value detractors**” and “**value builders**.”



RESERVOIR VALUE GPS:



Tells you what builds value and what subtracts value for your company in the minds of your stakeholders and gives you the keys to building effective communications that can provide ROI.



Is grounded in a methodology that shows you the relative weight of value detractors and value builders so you can see how actions you take and communications you create will shape perceptions of your value.



Points the way to a cohesive narrative as well as helps you understand audience by audience which ideas create the most value for each audience and how different ideas work together.

VALUE GUIDES OUR APPROACH TO COMMUNICATIONS

This approach is part of our own DNA: Reservoir is purpose-built to help companies create value by bringing together integrated expertise that drives business, policy, and reputation outcomes. We work across commercial, corporate communications and public government affairs teams to help our clients' achieve the best results.

Contact us to learn more about how understanding your value builders (and detractors) can transform your organization.

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Reservoir's Health Analytics and Insights Group (HAIG) developed this model by looking at large (n=2,490) sample of likely voters as well as n=50 policy elites. In addition, we have identified a subgroup of likely voters who are most likely to vote based on health care issues ("health care voters").