



# Reservoir CCO – Corporate Communications On-Demand

Reservoir is a health care consultancy that seamlessly integrates communications, policy, advocacy, and scientific expertise to support the business goals of our clients. We understand that different companies have different communications needs and our multidisciplinary specialists bring corporate communications experience from strategy to execution across the health care sector. Some growing organizations need to essentially outsource the function, some need support for an executive stretched with multiple responsibilities, others require flex support for milestones or specialty situations – and we support all of the above.

## COMMUNICATIONS THAT GROW CORPORATE VALUE

Our work is guided by a value-centric approach that helps companies more effectively communicate across their stakeholder ecosystem, informed by research and insights from a proprietary corporate reputation framework ([Reservoir Value GPS](#)). For us, building reputation means creating value for our clients, patients, and the health care system. This helps you advance a value proposition that differentiates you from competitors, breaks through the clutter and resonates with key audiences, and, ultimately, accrues value to your business and stakeholders.

### ON-DEMAND ADVISORS TO FULL-SERVICE EXECUTION

We partner with health care companies of all stages and size, and can scale a robust set of capabilities to support organizations undergoing transformation.



**Onboarding  
New Leaders**



**Preparing for  
Commercialization**



**Disrupting  
a Category**



**Navigating  
M&A**



**Restructuring**



**Approaching  
a Major  
Milestone**

Reservoir combines industry insight and C-suite counsel with the ability to run day-to-day communications programs, and integrated policy and commercial expertise to provide a full-service solution for growth companies – your Reservoir CCO.



**RESERVOIR**  
COMMUNICATIONS GROUP  
[RESERVOIRCG.COM](https://reservoircg.com)



# Why Reservoir?

## BEYOND FRACTIONAL STRATEGY:

Our senior leaders have built communications strategies for emerging companies, Fortune 50 health care companies, and everything in between. We've seen the challenges as consultants, as clients, and as the audience with senior roles in government, trade associations, and industry. We bring our experience to bear as counselors and implementers — whether we are helping to create a function from the ground up, optimizing an existing function, or pitching in to manage a major milestone.

## DEEP INDUSTRY EXPERIENCE:

We are experts in health and advise on policy, business, and reputation issues that confront health care companies. Our team brings perspective from biopharmaceutical companies, government, and health care purchasers. We maintain relationships across the health care spectrum to help our clients best navigate the various stakeholders and provide insights to enhance their business.

## STEADFAST GUIDANCE:

Clients trust and rely on us during times of transition. We have counseled companies managing change to their business models, positioned corporations through transformational moments, directed enterprise-wide reputation strategy, and managed reputational threats, crisis and litigation, change in governance structure, and other events that generate intense stakeholder interest. Our team understands political, regulatory, legal, and media environments and excels at charting a path forward and gaining internal consensus to follow it.

## EXECUTION AT ANY LEVEL:

Reservoir offers the full suite of corporate communications services, from strategic planning, corporate branding, message development, content strategy, issues management, internal communications and employee campaigns, product communications, earned and paid media, research, and creative. Your Reservoir CCO team can operate across your business and activate according to your needs, while bringing proprietary tools to amplify an enterprise-wide value story.

## VALUE CREATION:

Business leaders are being asked to do more with less, and balancing decisions to ensure adequate resources. Meanwhile, the role of strategic communications is evolving to meet increasing demands, which requires a partner who understands policy and commercial expectations as much as corporate communications.

Contact us to learn how we can help you succeed in today's health care landscape.



## CONTACTS

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