



CSG | PR



# HEALTH & WELLNESS PORTFOLIO



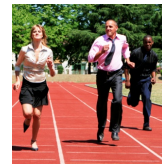
We believe that in the rapidly growing health and wellness industry, the organization that understands its audience, conducts targeted outreach, and speaks with clarity and authority will stand out from the crowd.

Regardless of the product, service, mission or message, the goal is the same: to help people live healthier lives.



Communications Strategy Group (CSG | PR)  
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## Background

Whether educating consumers, driving new business or rallying stakeholders around a cause, CSG | PR has the breadth of experience to craft strong, simple messages from complex matters of health, handle delicate subjects with sensitivity, position clients as subject matter experts in their relative fields and generate measurable results.

Our Health & Wellness practice has built a core competency in developing and implementing campaigns that sit at the nexus of online communications and traditional public relations. In this space, we have driven impactful, measurable results for our clients.

We are a team who is not only passionate about communicating our clients' great work, but also committed to "walking our talk" and living lifestyles focused on health and wellness.

## Core Talents

**Our team** prides itself on its ability to quickly gain a strong understanding of an industry and help our clients tell their stories, in the right language and tone, to the right people. Here are just a few of our core talents, though – as a communications team – our abilities are certainly not limited to these:

### **Influencer relations**

Customers, patients, grantees, board members, referral sources, media, the general public and a wide variety of other groups may be vital to your success. Our job is to help you identify who your key influencers are, where they communicate and how to reach them.

### **Content strategy**

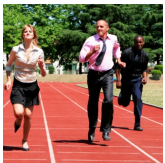
Today, content is king. Regardless of the form it takes or the distribution channel it uses, your content should tell your story in the most impactful way possible. We have worked with our clients to develop targeted webinars, podcasts, infographics, marketing collateral, website content and a wide variety of written content. Our award-winning writing team is as comfortable crafting a byline about the role of temperament in eating disorders treatment for *Addiction Professional* magazine as we are a blog post about making healthier food choices, a white paper for distribution in the medical community or a keyword-rich press release. For clients for whom SEO is a priority, we will integrate seamlessly with your web team to identify priority keywords and ensure that all content not only reflects your voice but also achieves your SEO goals.

### **Digital PR and social media**

Whether maximizing the impact of proprietary networks through social media platforms or targeting the centers of influence through other networks such as blogs or discussion forums, we have helped our clients use content to develop thought leadership online, generate leads, drive website traffic and create online buzz and conversations.

### **Media relations**

We have executed successful hyper-local campaigns to drive traffic to a new pediatric office in a suburban community and led clients on New York City media tours to establish their thought leadership among national media. In each instance, we prepped our clients to make the most out of each interview and generated successful placements.



**Client Roster**

**Our clients** improve quality of life, teach people how to make healthy choices and save lives. We are passionate about helping them build a healthier world.

**eHealth**



**Nonprofit/Public Health**



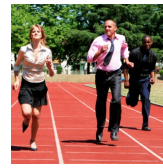
**Colorado Foundation for Public Health and Environment's Worksite Wellness Task Force**

*Pro Bono*



**Health Care Providers**





## Case Studies



### Challenge:

- Establish LiveWell Colorado, a newly launched nonprofit organization focused on obesity prevention, as a statewide thought leader on obesity, healthy eating and active living.
- Engage a diverse network of stakeholders in the cause.

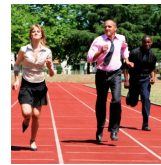
### Solution:

- CSG | PR worked with LiveWell to identify the organization's key stakeholders, which included public health, healthcare, lawmakers, worksites, education, community planning and other interest groups.
- CSG | PR conducted an extensive research project, surveying a statewide group of stakeholders and hosting a series of focus groups with members of each stakeholder group.
- With this information, CSG | PR developed LiveWell's communications plan, a comprehensive resource that describes the methods LiveWell would use to communicate with each of its key stakeholder groups, including the media and consumers.
- CSG | PR's implementation of this plan helps LiveWell engage stakeholders from multiple sectors, ensure that messages are relevant to each stakeholder group, and establish its credibility as a leader in the obesity prevention field.

### Results:

- CSG | PR led a website content overhaul, which resulted in a 46 percent increase in site visits from December 2008 to December 2009. Key to this drastic renovation was the development of stakeholder-specific website sections – or toolkits.
- CSG | PR launched a new stakeholder-focused, content-driven e-newsletter, which has experienced a 65 percent growth in subscription base since its March 2009 launch. The e-newsletter has been recognized with a Silver Leaf award from Colorado Healthcare Communicators and a Gold Pick Award from the Colorado chapter of Public Relations Society of America.
- More than 625 attendees from across the country attended 10 CSG | PR-coordinated, LiveWell-hosted webinars in 2009 and 2010.
- From January to July 2010, CSG | PR generated local, regional and national coverage for LiveWell, especially surrounding a series of boot camps for cafeteria workers. Stories appeared in *ColoradoBiz* magazine, *The Denver Post*, *Colorado Springs Gazette* and the *Northern Colorado Business Report*. LiveWell was also featured on all Denver TV stations, many other TV stations throughout the state of Colorado and *PBS NewsHour* nationally. The campaign earned a Gold Pick Award from PRSA Colorado. By the numbers:
  - 326 media hits
  - Reached more than 36,136,885
  - 8 magazines; 7 online
  - 3 newsletters; 2 online
  - 87 newspapers; 95 online
  - 6 radio
  - 52 TV
  - 3 online broadcast (TV & radio)
  - 64 websites/blogs





### Chefs try to fix school lunch programs | 08.09.2010

“Kate Adamick and Andrea Martin are staunch proponents of healthy eating habits and emphasize cooking fresh foods from scratch and staying away from deep-fried and processed dishes. Their food boot camp shows how to prepare cauliflower and lentils – and actually make the dishes appealing to kids.”

[www.pbs.org/newshour/extra/video/blog/2010/08/a\\_boot\\_camp\\_on\\_healthy\\_school.html](http://www.pbs.org/newshour/extra/video/blog/2010/08/a_boot_camp_on_healthy_school.html)

### THE DENVER POST

### Colorado’s K-12 meals get a made-from-scratch makeover | 06.11.2010

“This week’s five-day boot camp for food directors from across the state, held at Adams City High School, is at the forefront of that movement. The camps are designed to help school food become more healthy, less fattening and maybe also better-tasting.”

[www.denverpost.com/ci\\_15273379](http://www.denverpost.com/ci_15273379)



### Making Neighborhoods More Kid Friendly | 05.06.2010

“LiveWell Colorado program focuses on the safety of neighborhoods and increasing children’s physical activity levels.”

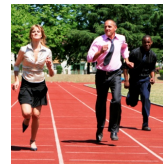
[www.cpr.org/#load\\_article|Making\\_Neighborhoods\\_More\\_Kid\\_Friendly](http://www.cpr.org/#load_article|Making_Neighborhoods_More_Kid_Friendly)



### LiveWell research reveals workplace efforts fall short | 04.16.2010

“Authors of LiveWell Colorado’s Worksite Wellness Blueprint say there’s no one program that will get workers eating better and exercising more, which reduces sick days.”

[www.bizjournals.com/denver/stories/2010/04/19/story9.html](http://www.bizjournals.com/denver/stories/2010/04/19/story9.html)



### Challenge:

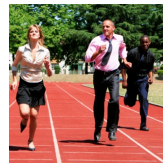
- Build brand awareness of Eating Recovery Center (ERC), the Rocky Mountain region's first eating disorders treatment center to offer a full spectrum of treatment options for severe eating disorders – from outpatient services to inpatient care.
- Differentiate the brand from both local and national competitors.
- Drive new patient inquiries, directly from families and via referrals from professionals.

### Solution:

- CSG | PR led a complete overhaul of ERC's branding and messaging. Following a competitive analysis, CSG | PR helped draft a messaging strategy and brand values, and worked with the marketing team to ensure collateral and outreach fit with their messaging.
- To build brand awareness, establish thought leadership, drive new patients to the Center and increase patient referrals from health care professionals, CSG | PR instituted a two-pronged approach focused on consumer outreach and medical professional outreach.
  - *Consumer outreach* tactics include:
    - Traditional and digital PR, blogger relations, the development of informational flyers and a "Journalist's Guide to Eating Disorders," which was distributed to reporters across the nation.
    - Social media and search engine optimization tactics to reach potential patients at the "point of need," seeking eating disorder assistance online.
    - CSG | PR secured and ghostwrites a blog about eating disorders on behalf of ERC at EverydayHealth.com, a leading source of online health information.
  - *Professional outreach* tactics include:
    - Development and distribution of white papers based on ERC research.
    - Writing bylines for and pitching stories to trade publications.

### Results:

- In 2009, awareness of and interest in ERC allowed it to double its treatment capacity. In 2010, it expanded to open an outpatient center; in early 2011 a facility for children and teens.
- CSG | PR cultivated positive thought leadership and generated a significant number of professional leads through the surveys conducted for ERC's white papers.
- ERC is a go-to source of information for leading trade publications, including *Behavioral Healthcare* and *Advance for Nurses*, as well as non-health trades such as *University Business*.
- As a result of CSG | PR's efforts, ERC was recognized as one of *Denver Business Journal's* 2009 Champions in Health Care and *ColoradoBiz* magazine's 2010 Colorado Companies to Watch.
- A 2010 campaign focused on Eating Disorders Awareness Week received significant local and national coverage – 36 placements including a *Psychology Today* blog.
- Nearly one-fourth of ERC's website traffic is driven by PR; ERC consistently appears more often than its closest competitors in online discussion forums and blogs.
- A collateral campaign that targeted potential patients, referring physicians and media earned CSG | PR a Bronze Leaf award from Colorado Healthcare Communicators.
- A New York media tour has led to stories in progress at Maric Claire, Redbook and Ladies Home Journal.



### I Was “Fat” in a Thin Family | 05.2011

“Parents do not cause eating or body image disorders; that’s one message eating disorders expert Ovidio Bermudez, M.D., wants to make clear.”  
Print only. Supplement at [www.healthygirl.org/resources/help-for-parents](http://www.healthygirl.org/resources/help-for-parents)



### Eating Disorders on the Rise in Children | 12.09.2010

“A Denver behavioral hospital is developing a unique program to address the increase of children with eating disorders.”  
[www.thedenverchannel.com/video/26117597/index.html](http://www.thedenverchannel.com/video/26117597/index.html)



### Eating Disorders Treatment Denver Specialty | 09.24.2010

“Denver could be developing into a national focal point for treatment of anorexia and bulimia, say experts in the field that have made Denver their home.”  
[www.denver.bizjournals.com/denver/stories/2010/09/27/story7.html](http://www.denver.bizjournals.com/denver/stories/2010/09/27/story7.html)



### 50 Colorado Companies to Watch 2010 | 06.01.2010

“Drs. Weiner and Bishop were instrumental in the development of the Denver-based Eating Disorder Foundation, a nonprofit committed to education and advocacy. ERC’s business office advocates on behalf of potential patients with insurance companies and, in most cases, develops single-case agreements – a time-sensitive and difficult process.”  
<http://bit.ly/bGLGWD>



### A Place People Would Want To Be | 03.01.2010

“The founders relied again on beauty to help relieve their clients of the stress of their environment.”  
<http://bit.ly/9DnMcm>



### National Eating Disorders Awareness Week 2010 | 02.18.2010

“Eating Recovery Center Partners with The Eating Disorder Foundation to Host Candlelight Vigil to Increase Awareness of Eating Disorders.”  
[www.psychologytoday.com/blog/comfort-cravings/201002/national-eating-disorder-awareness-week-2010](http://www.psychologytoday.com/blog/comfort-cravings/201002/national-eating-disorder-awareness-week-2010)



# HEALTH EDUCATION SOLUTIONS

A  COMPANY

## Challenge

- Assist Health Education Solutions (HES), a lead-generation firm designed to sell certification courses to healthcare professionals, improve online visibility to attract new customers.
- Establish the HES website as a legitimate source of information and resources for potential customers: both healthcare professionals and first responders.

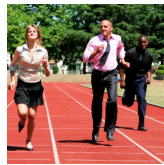
## Solution

- CSG | PR devised and implemented a comprehensive online campaign that utilized the development of keyword-rich website “content packages,” and the distribution of these packages through digital PR, social media and search engine optimization to drive a targeted market to their website.

## Results

- In 2010, CSG | PR was directly responsible for 11 percent of HES site traffic and 40 percent of HES referring site traffic. PR was the number three traffic driver to the website (behind Google and direct traffic).
- Our collaboration with HES’ SEO partner has raised HES’ Google search ranking for “ACLS Certification” from 16 to 8, “PALS Certification” from 14 to 3; and its Google page rank from 3 to 5.
- This strategy has proven so effective that CSG | PR and Health Education Solutions were recognized by the Colorado Healthcare Communicators and awarded the 2010 Colorado Healthcare Communicators Bronze Leaf Award: Writing for Online Distribution.





## Other Health & Wellness Clients

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### Medical Monday: HPV Vaccine | 09.20.2010

Dr. Andrew Lieber, co-founder of Rose Pediatrics, discusses the importance of the HPV vaccine.

[www.kwgn.com/videobeta/5ee092c0-e1cf-4c13-8ed8-533020e02b97/News/Medical-Monday-HPV-Vaccine](http://www.kwgn.com/videobeta/5ee092c0-e1cf-4c13-8ed8-533020e02b97/News/Medical-Monday-HPV-Vaccine)



### Forgotten illnesses still need vaccines | 09.25.2010

“Dr. Andrew Lieber, co-founder and chief medical officer of Rose Pediatrics in Highlands Ranch, said those in the medical field have “done too well” at preventing the illnesses because some parents believe it is now OK to skip the regular schedule of shots.”

[www.coloradocommunitynewspapers.com/articles/2010/09/25/highlands\\_ranch\\_herald/news/30\\_cm\\_immunizations\\_hr.txt](http://www.coloradocommunitynewspapers.com/articles/2010/09/25/highlands_ranch_herald/news/30_cm_immunizations_hr.txt)

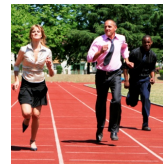


### Americans would rather be dead than disabled: poll | 07.11.2008

“More than half of Americans would rather die than live with a severe disability, according to a survey. In the online poll commissioned by Disaboom, a Web site and social network for people affected by disabilities, 52 percent of the 1,000 ‘nationally represented’ adults chose death over losing the ability to live an independent life.”

[www.reuters.com/article/newsOne/idUSN7B32025920080711](http://www.reuters.com/article/newsOne/idUSN7B32025920080711)





## CSG | PR Company Overview

CSG | PR is a national influencer relations firm with a focus on six distinct industries: health & wellness, environmental sustainability, education, finance, corporate training & talent management and consumer goods on a mission. CSG | PR opened its doors in April 2004 with a philosophy based on developing and implementing metrics-driven campaigns that impact the bottom line for organizations it represents.

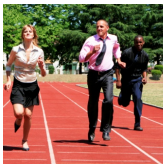
The single most compelling ingredient of CSG | PR's success is our commitment to "exceptional work." It is work that is based upon creative approaches to challenges and opportunities, followed by good old-fashioned elbow grease to achieve intended outcomes. The culture and the company have been built upon this dedication and the delivery of meaningful, measurable work. In fact, the company was started upon a challenge to the founder, who at the time was a vice president of marketing. Having worked *for* PR firms and *with* PR firms, it was clear that often the objectives, goals, strategies and measures of the business were not aligned with the PR plan and execution. It left the world of PR vulnerable to missed expectations and unsatisfactory outcomes. The cornerstone of CSG | PR is to change that dynamic by delivering meaningful results for its clients. The fact that most of our clients have come from referrals is clear evidence of achievement to that end.

The outcome of CSG | PR's practice-focused design is that we have deep knowledge and understanding of the markets we serve. PR these days is far more than just media relations – it is about managing and influencing those who can offer the greatest benefit to a client's business. We call it "influencer relations." It is critical today to have the network and understanding of an industry to best position our clients' businesses, and that means having a clear path to industry media, multi-sector stakeholders, associations and thought leaders who can advance business. The navigation and management of an industry's ecosystem is what can exponentially drive a company to short-term and long-term success.

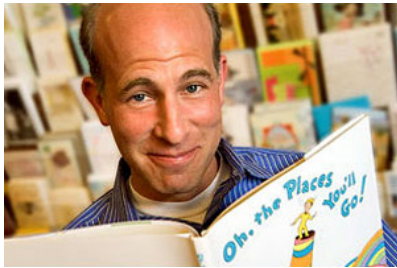
Another unique CSG | PR ingredient is our "low hanging fruit" approach to our clients' businesses. While opportunities abound for our clients, the challenge remains to identify those initiatives that will most effectively impact the bottom line. We continually work to effectively direct efforts and dollars toward the areas that will most benefit a client's business, whether that includes building thought leadership, lead acquisition, conversion, reputation management, crisis communications, issues elevation or business-to-business versus business-to-consumer solutions. It is attention to measurable outcomes that directs our course, with expectations and deliverables all in check.

Keeping things in check is critical. Communications is a dynamic exercise that can shift upon strategy, metrics, environment and other elements. For that reason, CSG | PR has developed a process to best navigate the evolving landscape. From quarterly strategy and planning sessions to monthly review and objective setting exchanges to weekly progress check-ins and ongoing reporting, CSG | PR ensures that both short-term and long-term expectations are set and met.

Above all other things, CSG | PR is a team of people who take an unusual level of pride in our work and care deeply about our clients' successes. We describe ourselves as "work horses" not "show horses," which is a distinction in and of itself in the public relations arena. CSG-ers are determined, thoughtful, ingenious, passionate, hard working and talented professionals who serve as the arms and legs our clients lack, and as an extra set of minds and hearts with which to collaborate.



## Health & Wellness Team



**Steven Shapiro**, Founder and Principal of CSG | PR, has designed and executed successful business-to-business and business-to-consumer marketing and communications strategies for nearly 20 years, with extensive background in the learning and development and financial services sectors. Steven now applies his experience and his creatively strategic, metrics-based thinking to the clients of CSG | PR, a company he founded in 2004.

Steven's career was primarily steeped in the financial services and learning and development industries. He served as the Vice President of Corporate Communications for Scudder Kemper Investments and Founders Funds after serving as the Assistant Director of Public Relations for the American Stock Exchange. Shapiro started his career as an outside communications consultant for Ernst & Young, Lehman Brothers, Prudential, and Wellington Asset Management.

Just prior to founding CSG, Steven served as Vice President of Marketing and Communications for Jones Knowledge, a holding company for a series of online education companies. In this capacity, he was directly responsible for establishing Jones International University as a recognized pioneer in the online post secondary education; launch Jones e-global library, a comprehensive suite of online library research tools; and position Jones e-education, a learning course management and delivery platform, for dominance in the K-12 market.

Steven received his bachelor's degree in Economics from Emory University.



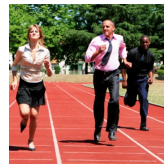
**Shannon Fern**, Director of CSG | PR's Health & Wellness practice, possesses more than 10 years of diverse communications experience with expertise in the areas of public and community relations, communications plan development, writing, event planning and sponsorship marketing. A versatile writer and strategic planner with an eye for detail, Shannon has designed and implemented integrated traditional/digital PR platforms focused on measurement, directed comprehensive B2B and B2C

communications campaigns, and secured client placements in local, regional and national media.

Before joining CSG, Shannon developed and implemented a comprehensive sponsorship and community marketing platform that drove Dick's Sporting Goods' entry into the Colorado market. As Senior Community Marketing Manager, Shannon successfully negotiated and implemented two naming rights partnerships, and more than 100 professional sports and grassroots sponsorships, while serving as official spokesperson for the company in Colorado.

Previously, Shannon developed award-winning public information campaigns for the local government in Denver's suburban Highlands Ranch community, and planned a number of large community events. She launched her career as Marketing Coordinator for the Valero Texas Open, a PGA Tour tournament.

Shannon serves on the Colorado Parks and Recreation Association's Foundation Board of Directors. She graduated cum laude with a bachelor's degree from Trinity University in San Antonio, Texas, double major in business administration and communication.



**Molly Koch**, Account Executive, brings strong writing skills and an eye for strategic and creative communications to the Health & Wellness practice. Thanks to effective organizational skills and attention to detail when managing client needs, Molly is a strong asset to the Health & Wellness practice.

Working fluidly with a variety of media outlets, reporters and producers, Molly has secured numerous placements for health and wellness clients including: PBS NewsHour, *The New York Times*, *Psychology Today* and *ADVANCE for Nurses*. Additionally, Molly uses her solid understanding of online communications to develop weekly updates to clients' websites, blogs and social media profiles.

Through multiple internships while still earning her degree at Kansas State University, Molly was able to build a solid and diversified portfolio, writing for a variety of print and online newsletters, magazines and internal communications networks.

Prior to joining CSG | PR, Molly served as an intern with the Kansas State Wildcats where she was a feature writer for Kansas State Football's alumni newsletter to former players, the Golden Cats. She also specialized in the development of a weekly newsletter to current players' families. Molly also assisted with recruiting events geared toward welcoming future student athletes and their families.

Molly's previous work with The Children's Hospital and Bonfils Blood Center put her in the heart of the medical field, gaining experience in medical equipment planning, facilitation, fundraising and blood donor recruitment and recognition. She is a member of Colorado Healthcare Communicators.

Molly graduated from Kansas State University in May 2009 cum laude with a B.A. in public relations and a concentration in Spanish.



**Erik Keith**, Director of CSG | PR's Digital PR practice, provides digital PR strategic counsel, oversight and implementation for companies and organizations seeking to leverage the power of online marketing and social networking communication tools. Erik understands the importance of a broad-spectrum approach to the ever-evolving digital world of public relations, ensuring that clients gain the most traction from their online efforts. His experience and ongoing immersion in emerging technologies, trends, and online services provides clients highly unique, effective, and measurable digital PR services.

From developing and managing proprietary social networks to influencing external networks, Erik has spearheaded countless online campaigns on behalf of an array of companies, organizations and agencies ranging from Fortune 500 companies to small growing businesses. Erik's strategy is based on targeted, measurable online influencer relations through search engine optimized "content and conversation."

Erik is also a freelance photographer specializing in corporate headshots and event photography as well as fine art prints.