



BlissPR /Hay Group Healthcare

Challenge

Gain visibility among an executive healthcare audience as an acknowledged leader in executive compensation for hospitals, and developing/managing talent.

Strategy and Action

BlissPR worked with Hay Group to shape PR messages and media train spokespeople. We secured interviews and articles showcasing their expertise in exec comp, and across other practice areas, e.g. board issues, leadership succession.

Results

We secured coverage in Trustee, HealthLeaders, Physician's Compensation Report.

