

1

## THE EMPOWERMENT SERIES

This concept is based on the message that Huron Healthcare empowers its clients. The headline speaks to what clients are able to do when they are empowered. The headline is always three words in the form of a strategic principle – meant to appeal to CEOs and C-level executives.



ALWAYS  
MOVE  
FORWARD

1-866-229-8700  
[huronconsultinggroup.com](http://huronconsultinggroup.com)

No matter how healthcare changes, your fundamental concerns remain the same: quality, patient safety, patient satisfaction, and strong bottom-line results. Those are our concerns as well. Our market-leading solutions deliver rapid, certain, and sustainable results to help you lead and transform your organization. Find out how a partnership with Huron Healthcare is designed to empower you in all ways – so you can always move forward.

1

## THE EMPOWERMENT SERIES

Other headlines in this series include: HONOR THE MISSION, REACH NEW HEIGHTS, and MEET EVERY CHALLENGE.



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## THE TRANSFORMATION SERIES

This concept is based on the idea that Huron Healthcare enables C-suite leaders to transform their organizations. The headline subtly illustrates transformation: It is written in two parts, with a word or phrase that transforms in meaning or usage from the first part to the second.

Huron Healthcare | The power to transform.

WHAT  
DRIVES  
YOU

IS WHAT  
DRIVES  
US.

**Quality. Patient safety. Patient satisfaction. Strong bottom-line results.**

A partnership with Huron Healthcare gives you the power to transform your organization and drive lasting improvement in all of these areas. Find out how our rapid, certain, and sustainable results can help you reach the highest levels of performance.

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# WHEN EVERYTHING IS CHANGING

CHOOSE A  
PARTNER WHO  
UNDERSTANDS  
CHANGE.

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IT'S NOT  
WHETHER YOU  
COLLABORATE

IT'S WHO YOU  
COLLABORATE  
WITH.

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This concept is based on the idea that Huron Healthcare is a trusted partner who can help organizations navigate through change. Each headline makes a forward-looking statement either about the healthcare environment or about leadership. The copy ties the headline back to the key messages.

# Tomorrow, everything will change.

The challenges of healthcare are never fully resolved. They simply evolve into new challenges. What tomorrow will bring is always partly unknown.

At Huron Healthcare, we bring market-leading solutions to help you master today's most pressing issues – with results that are rapid, certain, and sustainable. More than that, we help create a high-performance organization focused on operational and financial excellence. See how a partnership with Huron Healthcare can empower you to thrive, no matter what tomorrow brings.

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3

### THE THOUGHT-LEADER SERIES

Other headlines in this series include: THE PATH TO EXCELLENCE BEGINS WITH LISTENING and QUALITY IS EFFICIENCY MARRIED TO VISION.

Huron Healthcare | THE POWER TO TRANSFORM.

Solutions are  
**most powerful**  
when you  
truly understand  
the problem.

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## THE KEY WORD SERIES

This concept is built around the five key words that define Huron Healthcare's solutions and approach: certain, rapid, sustainable, empowering, and collaborative (using each word in its adjective form). The headline is presented simply and dramatically. The copy gives meaning to the word and ties it back to Huron Healthcare.

The series consists of five ads, each using one of the five key words as a headline.

# Certain.

**There are enough unknowns in healthcare.** A partnership with Huron Healthcare brings certainty to the most complex issues and challenges. Our solutions produce rapid, certain, and sustainable results. Working together, we help clients transform their hospitals or health systems into high-performance organizations. Find out how we can help you move forward with certainty.

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THE POWER TO TRANSFORM.



## THE KEY WORD SERIES

This series lends itself well to specialty collateral. Each trifold piece would assert Huron Healthcare's overall brand message and positioning, tied to the key word on the cover.

