



# IGNITE Greatness

---

*Partnership Guide*

bpd + UCSF Health





# Contents

<b>Letter from our CEO</b>	<b>5</b>
----------------------------	----------

## **Intro to BPD**

Who we are	8
Client roster	9

## **BPD Capabilities**

Services	13
----------	----

## **How We Work**

Team structure	24
Your Principal	28

<b>FAQs</b>	<b>32</b>
-------------	-----------

## **Office Info**

Contacting us	41 & 47
Local attractions	43-45 & 49-52









**JASON  
BROWN**  
CEO



561 306 2108

*Every great relationship begins with a spark. And that's exactly how we should all view this point in our timeline.*

While University of California San Francisco Health and BPD have already shared some great conversations ... this is just the beginning.

Because in healthcare marketing, today's spark is tomorrow's flame, and our future's roaring fire. One that we'll tend carefully together.

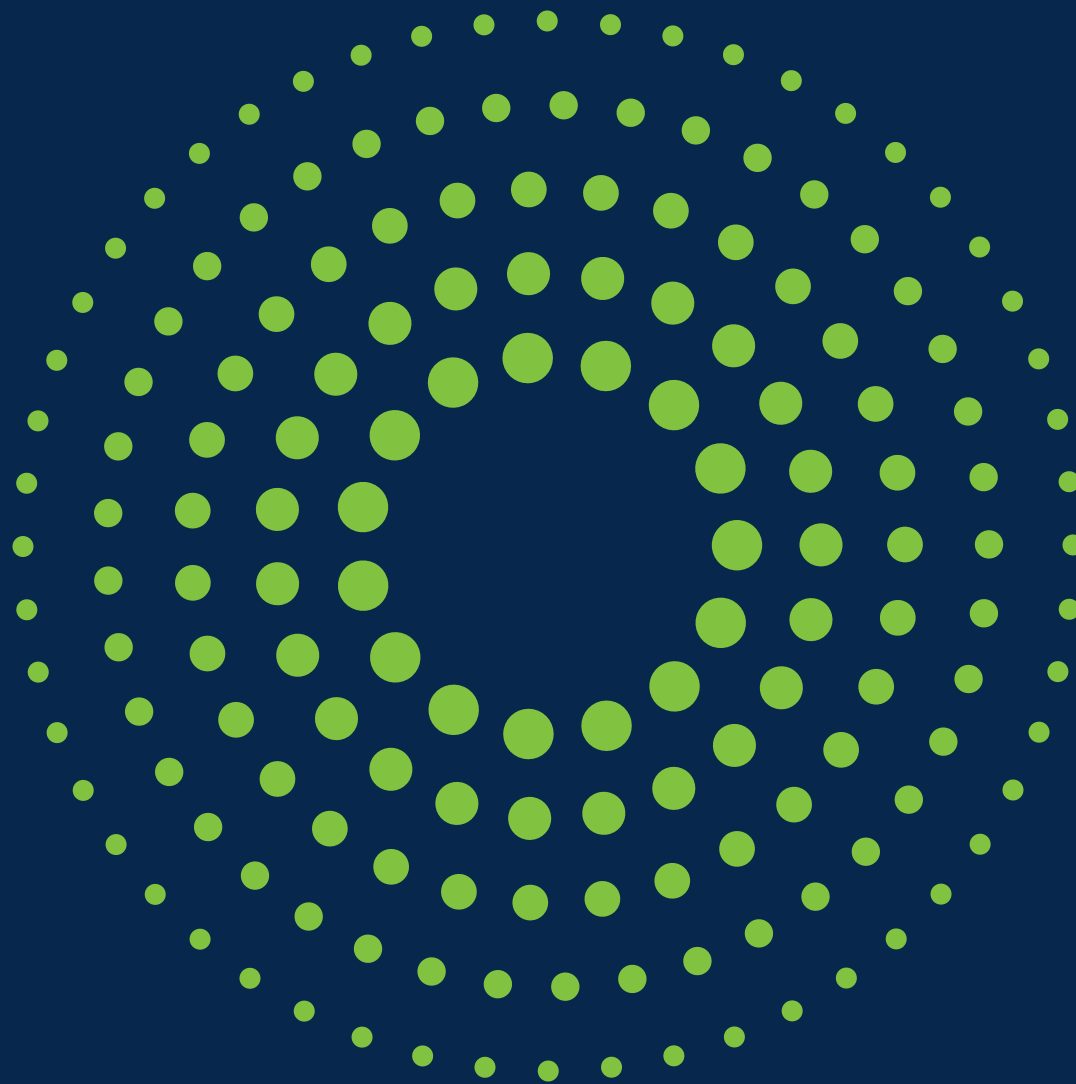
There's never been a time as exciting as right now.

**Let's Ignite Greatness.**

Yours,

A stylized, handwritten signature in black ink, appearing to read 'JB'.

# INTRO TO BPD

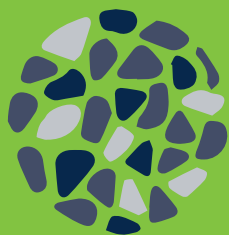




## INTRO TO BPD

*We ignite greatness to bring better health to more people.*

BPD is the home for healthcare's leading brands—from the nation's largest and most complex health systems to academic institutions and industry disruptors. Together, BPD's more than 160 experts provide innovative solutions and capabilities in brand building, service line promotion, data-driven marketing, strategic communications and more.



220+

CLIENTS  
SERVED



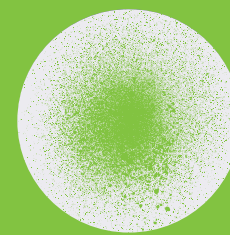
#1

MARKET  
LEADER



145+

INDUSTRY  
AWARDS



100M+

PATIENTS  
ENGAGED  
ANNUALLY

## INTRO TO BPD

*BPD is the home for the world's leading healthcare brands.*

UCSF Health

HCA  
Healthcare®

  
Memorial Sloan Kettering  
Cancer Center

AT THE FOREFRONT  
UChicago  
Medicine

UNC  
HEALTH™

Google Health

Johnson & Johnson

 Trinity Health

THE UNIVERSITY OF TEXAS  
MD Anderson  
Cancer Center

 PennState Health

 Atlantic  
Health System

  
Robert Wood Johnson  
Foundation

 Baptist Health  
South Florida

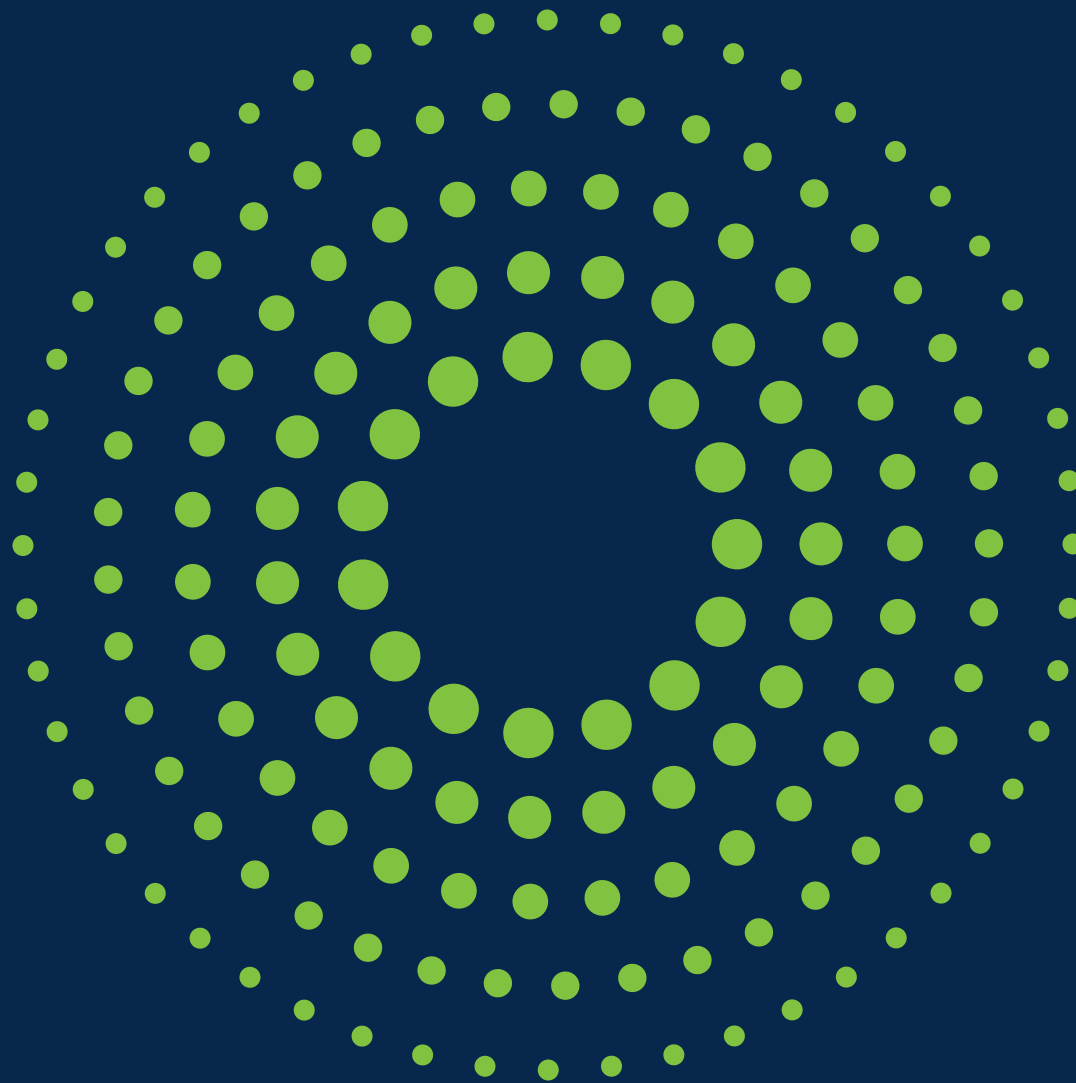
 American Hospital  
Association™  
Advancing Health in America

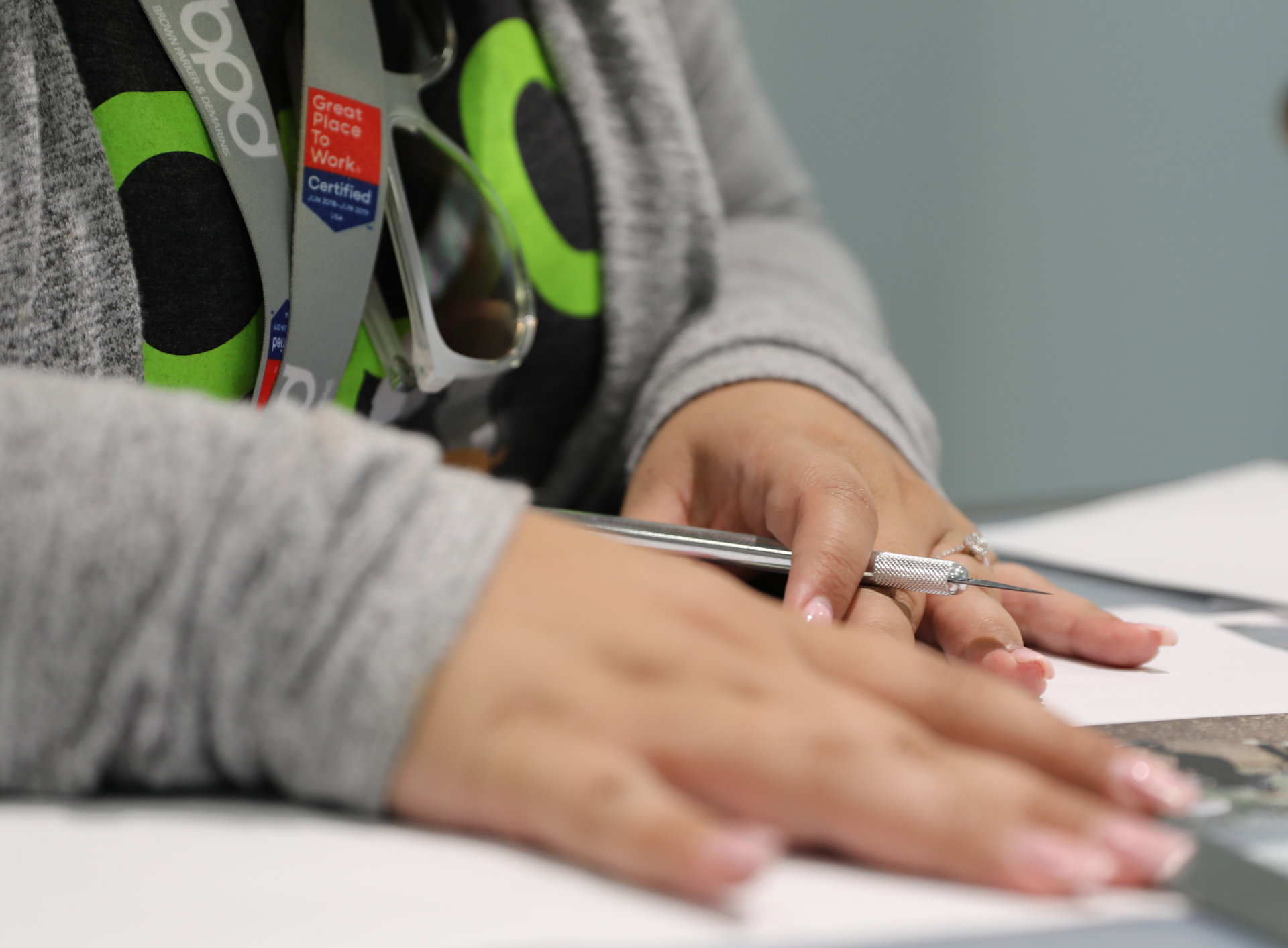
3M

 Advent Health

# BPD CAPABILITIES







## BPD CAPABILITIES

*As the home for the world's leading healthcare brands,  
we deliver full-service capabilities.*

We partner with our clients, not only to solve their problems, but to build truly beloved brands. And build loyalty in the process.



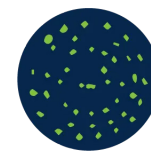
BRANDING



INTEGRATED  
MARKETING



DATA  
SOLUTIONS &  
ANALYTICS



REPUTATION  
MANAGEMENT





# Branding

BPD has helped the top names in healthcare define their long-term vision and express the imagery and language that are crucial to a unique, powerful brand. We've established frameworks within our clients' brands and specialities. And we've executed targeted initiatives to help our clients engage consumers while reinforcing their brand's purpose. Perhaps most importantly, we assess the effectiveness of all efforts through specific metrics and make appropriate adjustments as the brand evolves.

**BRAND STRATEGY**

**BRAND IDENTITY**

**BRAND ARCHITECTURE**

**BRAND CAMPAIGNS**

**BRAND MEASUREMENT**



Nanette defies  
time with her  
whole  
*heart.*

After two heart valve replacement surgeries at age 86, the first thing Nanette did was register for a half marathon. Now 88, Nanette is living proof that defying time takes heart ... and the nationally-recognized AdventHealth Cardiovascular Institute. AdventHealth celebrates these moments of victory and the power of the human spirit.

We invite you to watch true stories of triumph, as told by real patients and their incredible physicians and nurses at [AdventHealth.com/Believers](http://AdventHealth.com/Believers)



AdventHealth | *Walt Disney World.*  
Official Health Care Provider of Walt Disney World® Resort

All In Disney Moments, © Disney.



HCA  
Healthcare®  
*We show up®*



Salinas Valley  
HEALTH

I'm  
**UNSTOPPABLE**

Kelmonse,  
age 6

Children's  
Hospital  
of Richmond at VCU

Northern Light

**How are you?**



Say  
**HELLO 000**

TO THE NEW WOMEN'S & CHILDREN'S HOSPITAL



University  
Health





# Integrated Marketing

BPD combines research, strategy and diverse creative talents to help clients drive growth—and define what types of growth are most valuable. With access to the most robust consumer database in healthcare, we dig deep for insights that pinpoint the greatest needs and challenges you face. From data and strategy to campaign concepting, production and media activation, we bring a fully integrated suite of marketing services to the table.

**RESEARCH**

**STRATEGY**

**CREATIVE & CONTENT**

**EXECUTION & IN-HOUSE  
PRODUCTION**

**CHANNEL PLANNING  
& MANAGEMENT**

**PERFORMANCE TRACKING &  
OPTIMIZATION**





**Welcome to the 2023 3M Science Fair**

The 3M Science Fair offers a unique opportunity to Just Imagine: To experience firsthand the very latest 3M HIS technology and services. It's also a unique way to meet the people behind it all. Be sure to check out all the elements that showcase the latest technology updates, features and services available to you.

3M HIS periodic table															
1	Cd											2	Eo		
3	Da	4	Hc											7	Os
8	Ps	9	Cs	10	Sc	11	Ca	12	Mg	13	Su	14	Cc		
15	Cl	16	Ae	17	Fc	18	Pc								

See back for room map





# Data Solutions & Analytics

BPD offers a wide range of capabilities from precision patient acquisition marketing (with a track record of driving 10-20x ROI) to KPI definition, audience segmentation and defining success. We're able to provide real-time access to campaign reporting through our enhanced analytics services—and you can choose whether you'd like to view it through our visualization templates or through fully customized feeds. Our experts specialize in precision marketing, data science, engineering, strategy and marketing technology.

## PRECISION MARKETING

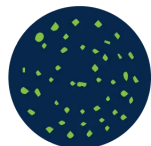
### BUSINESS OPPORTUNITY ANALYSIS

### AUDIENCE SIZING & SEGMENTATION

## AI APPLICATIONS

### PERFORMANCE MEASUREMENT





# Reputation Management

BPD has worked with hundreds of health systems on complex issues such as mergers & acquisitions, payor-provider negotiations and union disputes. So we know the challenges that healthcare organizations face—inside and out. Our reputation management team helps clients overcome issues that may directly impact reputation, negatively affect business objectives and jeopardize their ability to operate today, tomorrow and in the future.

**ISSUES & CRISIS MANAGEMENT**  
**MERGERS & ACQUISITIONS**  
**WORKFORCE NEGOTIATIONS**  
**ORGANIZATIONAL  
TRANSACTIONS**

**PAYOR-PROVIDER  
COMMUNICATIONS**  
**PUBLIC RELATIONS**  
**INTERNAL  
COMMUNICATIONS**





According to  
a recent poll,  
**76%**  
of respondents  
indicated that  
denials by their  
health insurer  
have harmed  
their health.

Source: Patients First Alliance Poll 2023



Contact Us

Stay Informed

Who We Are

In the News

The Harm They Cause

Health Insurers in NY

**The good news:** You love your doctor.

**The bad news:** Your insurance company is making you see someone else.



For every  
cancer-fighting  
Californian

Read the full story →



Health Comes First  
Sponsored

Last year, the Top 6 health insurance companies profited \$41.5 billion dollars. That's billion. With a B. Maybe those profits should go to health systems who are at the front line with patients.

\$41,  
500,  
000,  
000

HEALTHCOMESFIRST.ORG

Are you with us?



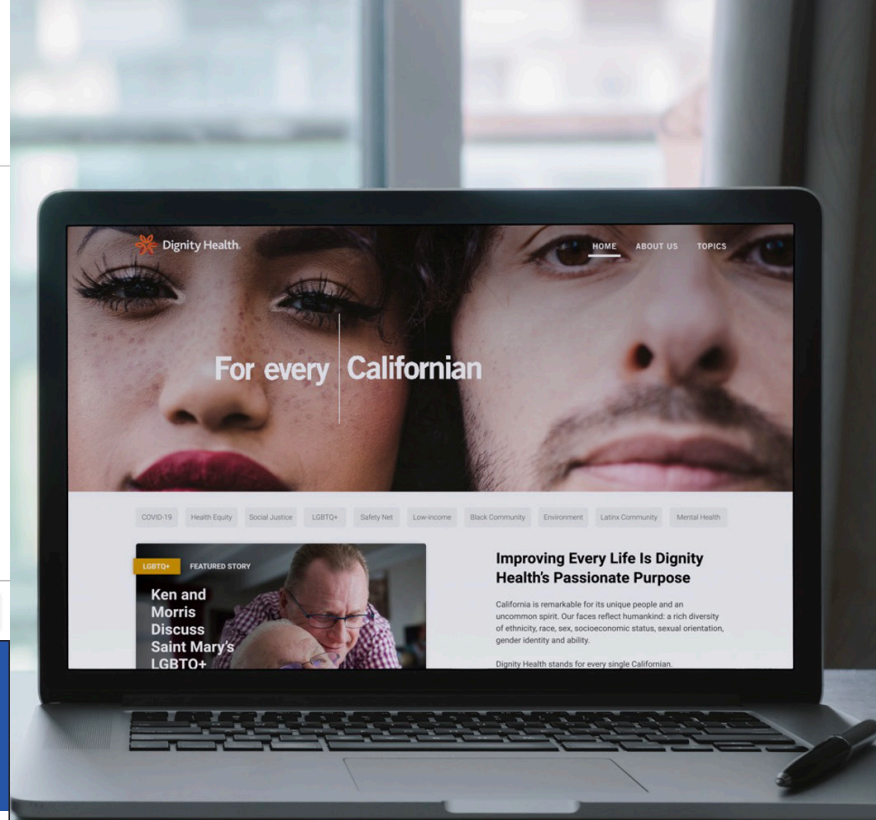
HEALTH  
COMES  
FIRST

PATIENTS,  
NOT PROFITS.

ARE YOU WITH US?



Trinity Health



70,000  
MINNESOTANS  
COULD  
**LOSE**  
ACCESS TO  
**HOSPITAL**  
**CARE.**

WHAT IF IT'S YOU?

take action now

IF BILL SF 1561/HF 1700  
PASSES, IT COULD LEAD TO:



Closed hospital units



Longer wait times



Hospital capacity  
reduced by 15%



Increased costs and less  
healthcare providers  
for patients



Loss of vital services  
communities rely on



**70,000**

MINNESOTANS ARE AT RISK OF  
LOSING ACCESS TO HOSPITAL CARE.

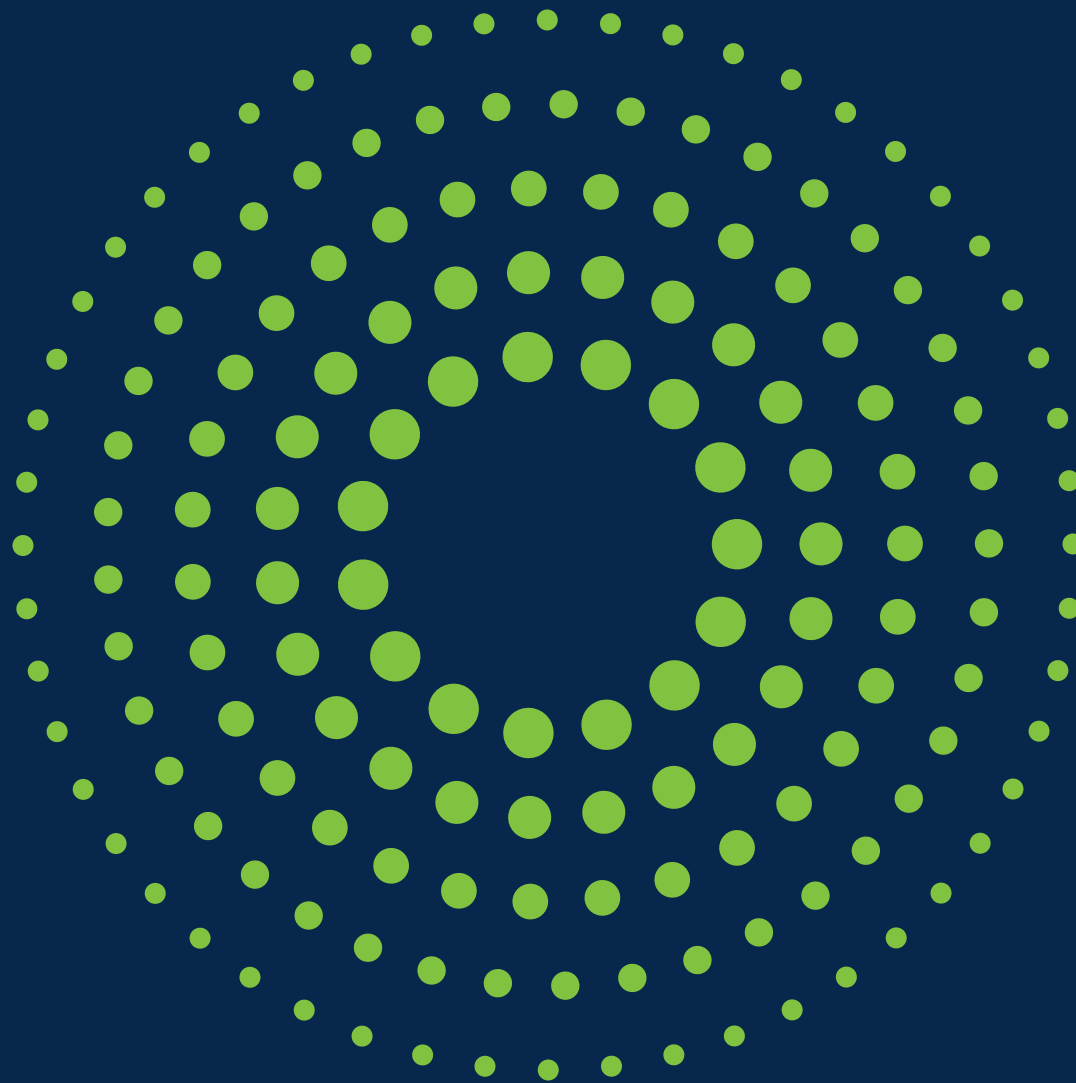
That's less care for your children, your parents, your friends -  
and YOU. That's patients with urgent and chronic conditions,  
such as heart attacks, strokes, surgical needs and trauma.



Minnesota  
Hospital  
Association

# HOW WE WORK

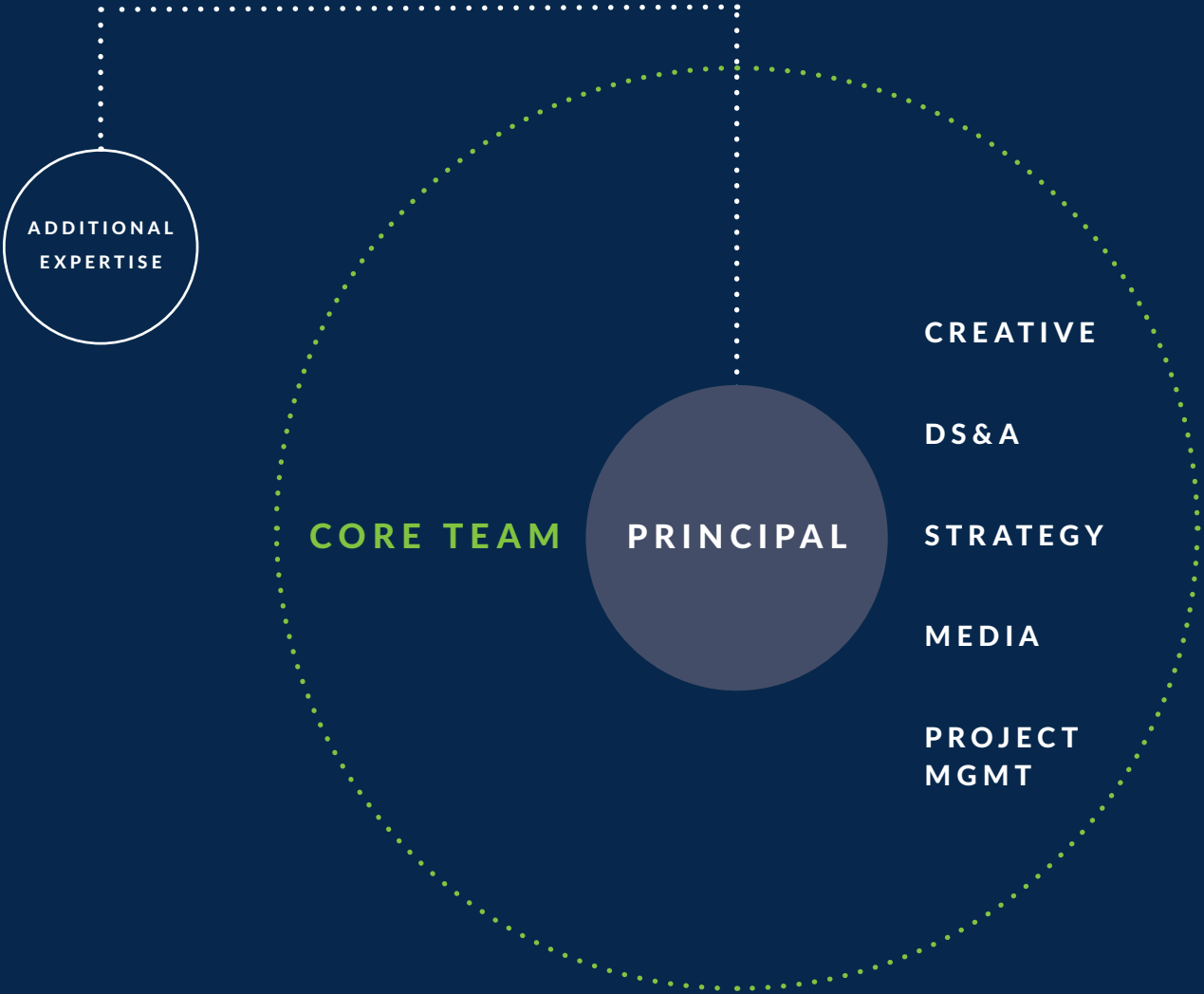




### *Team Structure*

For each client relationship, we assign a handpicked Core Team (based upon your unique needs, their expertise and our scope of work) that is comprised of account and project management with SMEs. This team is built out specifically with your organization's goals in mind, and could include creatives, media specialists, strategists or all of the above.

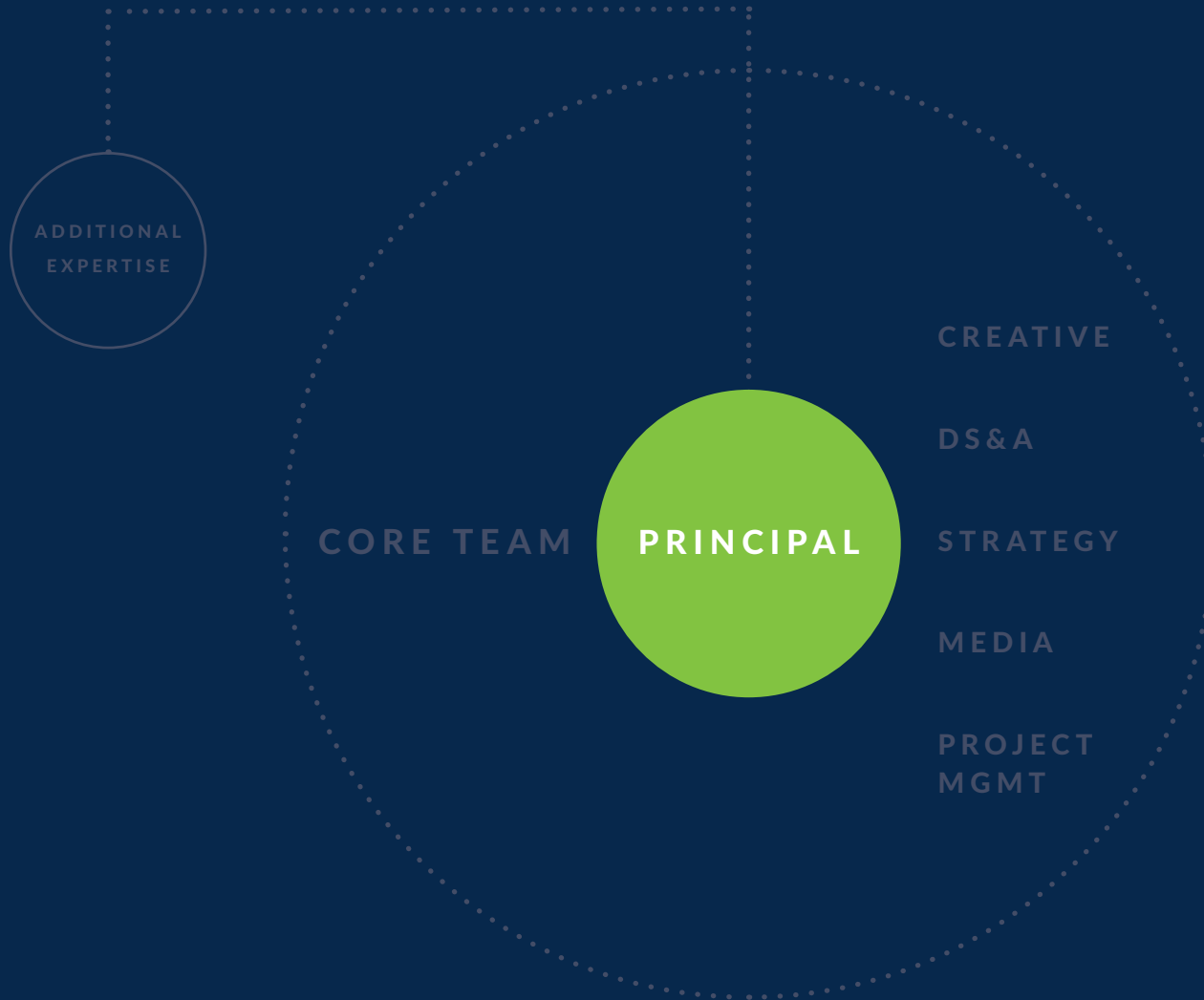
# HOW WE WORK



*In the center (or the “core” of your Core Team),  
you’ll find your Principal.*

This is a seasoned account service expert with a deep understanding of client relationships and all of the nuances behind powerful brand building. The Principal oversees the efforts of all Core Team members and, when additional expertise is needed, they’ll connect you with the right professionals.

## HOW WE WORK



# MEET YOUR PRINCIPAL



## HOW WE WORK



**SAMANTHA  
NICHOLSON**  
VICE PRESIDENT,  
PRINCIPAL

Samantha is a dynamic account leader and passionate integrated marketer with over 14 years of experience, specializing in healthcare for the past 4 years. She excels as a strategic partner and problem solver for executives and their teams across diverse industries. Born and raised in New Jersey, Samantha is a fan of Philadelphia sports and a lover of great food. Now residing in Nashville, she has embraced Southern living, infusing her love for cooking with a lot more butter than before!

**Fun Fact :** As a kid, Sam was offered to be slimed on a Nickelodeon show but chickened out – she still regrets it to this day!



609 731 8062



[snicholson@bpdhealthcare.com](mailto:snicholson@bpdhealthcare.com)



**CONNECT HERE**

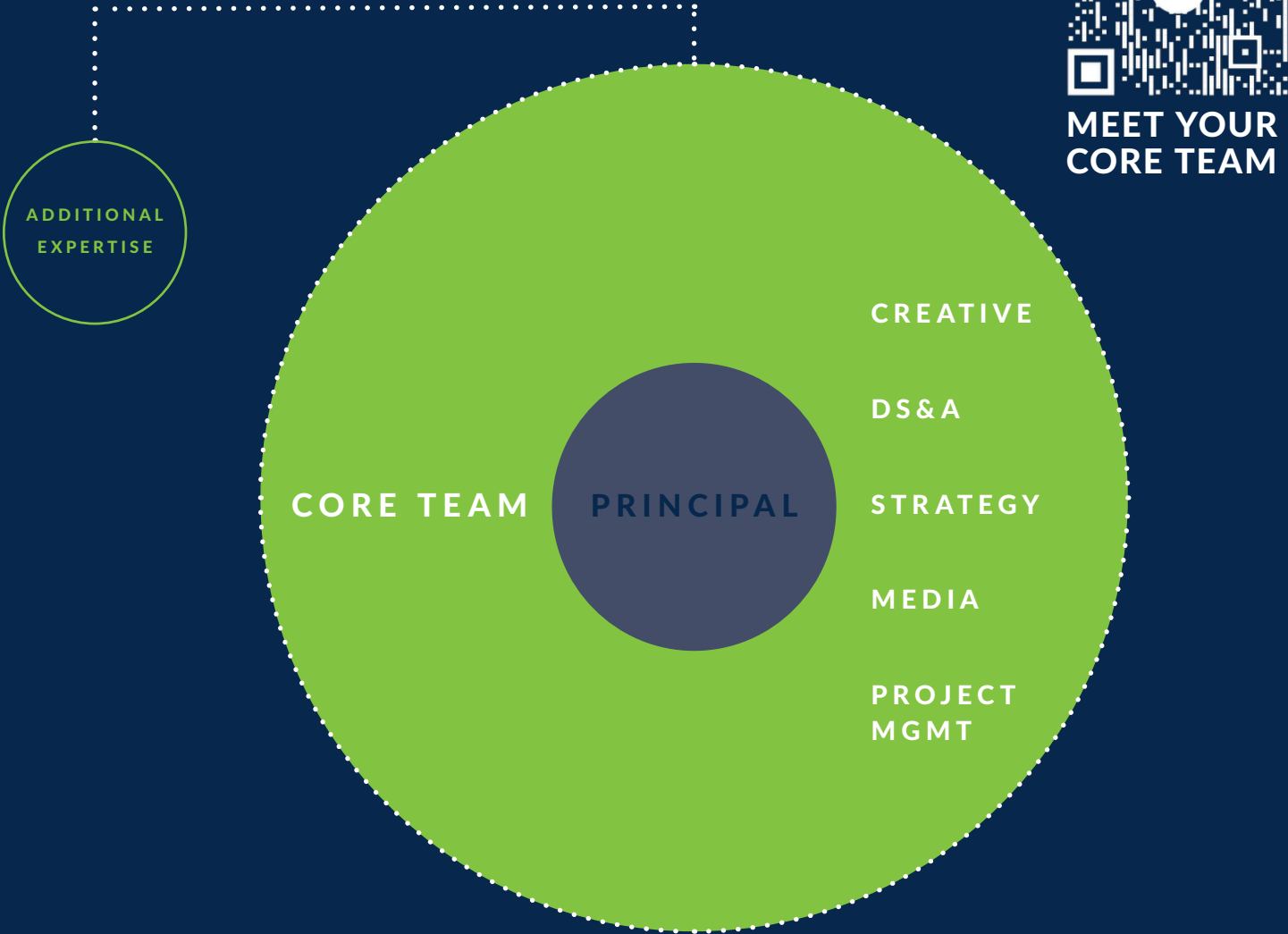


*Alongside your Principal, you have a **Core Team** comprised of cross-functional leaders and makers that may include disciplines like strategy, creative, media, analytics, project management and additional account team support.*

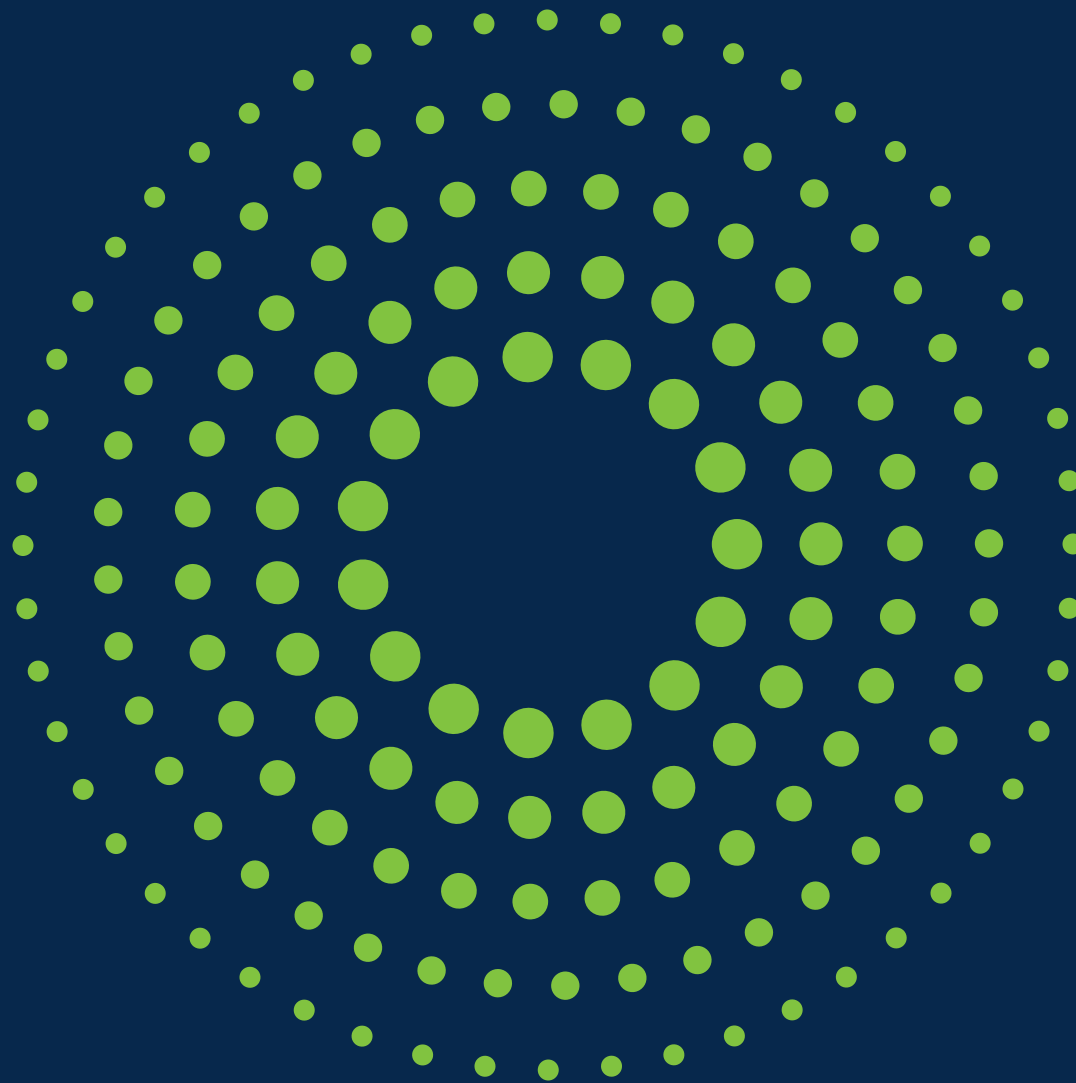
Your Core Team will be your partners across initiatives, wherever their expertise is needed. Wherever they can address ongoing and evolving needs. They are committed to knowing the intricacies of your business and carrying that expertise as a through-line across the partnership.

In addition to your Core Team, from time to time, we will bring in additional support as your needs fluctuate across initiatives. This support may come from a variety of functions—depending on the need—through which we can leverage our wide range of experts to bring in the right fit for you.

HOW WE WORK



# FAQ



*Have questions?*

### IS THERE AN ONBOARDING CHECKLIST?



Yes, scan here to view it.

### HOW DO YOU HANDLE REVISIONS OR CHANGES TO THE PROJECT SCOPE?

We see ourselves as an extension of your team, so we are more than happy to make as many revisions as necessary to make sure our collective product is just right! If that goes beyond our original plans, so be it. And when that happens, our first step will be to assess how that affects budgets and timeline. From there, we will draft a change order or a new scope that outlines deliverables, timing and the cost to ensure affordability and efficiency. We won't move forward with any work unless we have written approval to do so!



## FAQ

### WHAT IS YOUR APPROACH TO COMMUNICATION AND REPORTING?

From day 1, you will have multiple points of contact within the BPD organization. You'll be introduced to your go-to day-to-day point of contact and team lead from our account management team. You will also be given contact information for our subject matter experts that will be actively involved in your account, as well as your lead project manager.

### DO YOU OFFER ANY GUARANTEES OR WARRANTIES?

We constantly strive for greatness and guarantee that we'll go above, beyond and further than you ever expected to deliver exceptional client services—and everything we've agreed upon in our partnership. From groundbreaking strategy to award-winning creative and everything between. In the rare instance we fall short of goals, we'll work with you to remedy the situation and ensure you're satisfied.

### WHAT ARE THE NEXT STEPS AFTER ONBOARDING?

Our account and Core Team will work closely with you throughout the onboarding and discovery phase. Once onboarding is complete, your account team lead and Core Team will develop a project plan and timeline. Once we have that roadmap, it's off to the races!

### HOW DO YOU HANDLE CONFLICTS OR ISSUES THAT MAY ARISE DURING THE PROJECT?

We seek perfection. But we're experienced enough to know that sometimes, we'll face unforeseen challenges. When that happens, we'll raise the issue with your team immediately. Then, together, we'll find an effective solution: from introducing new team members to adjusting timelines ... whatever it takes to make things right.

## FAQ

### HOW DO YOU STAY UPDATED WITH INDUSTRY TRENDS AND CHANGES?

In an ever-changing industry, it's not enough to simply keep up. It's why we offer thought leadership that's forward-looking and paradigm-shifting. Our team of pathfinders has published seven books (the most recent being [Joe Public 2030](#)), hosts annual events that attract the top thinkers in healthcare and delivers keynote speeches across the country. We also publish annual reports with proprietary research, deliver client-led webinars and host the *No Normal* podcast with industry-leading guests.

### HOW DO YOU HANDLE EMERGENCIES OR URGENT REQUESTS OUTSIDE OF REGULAR BUSINESS HOURS?

We are a full-service agency. And part of that service means being available when you need us. Your account lead and Core Team will be available to find turnkey solutions to urgent requests, as needed. Always.

### HOW DO YOU ENSURE TRANSPARENCY AND ACCOUNTABILITY THROUGHOUT THE PROJECT?

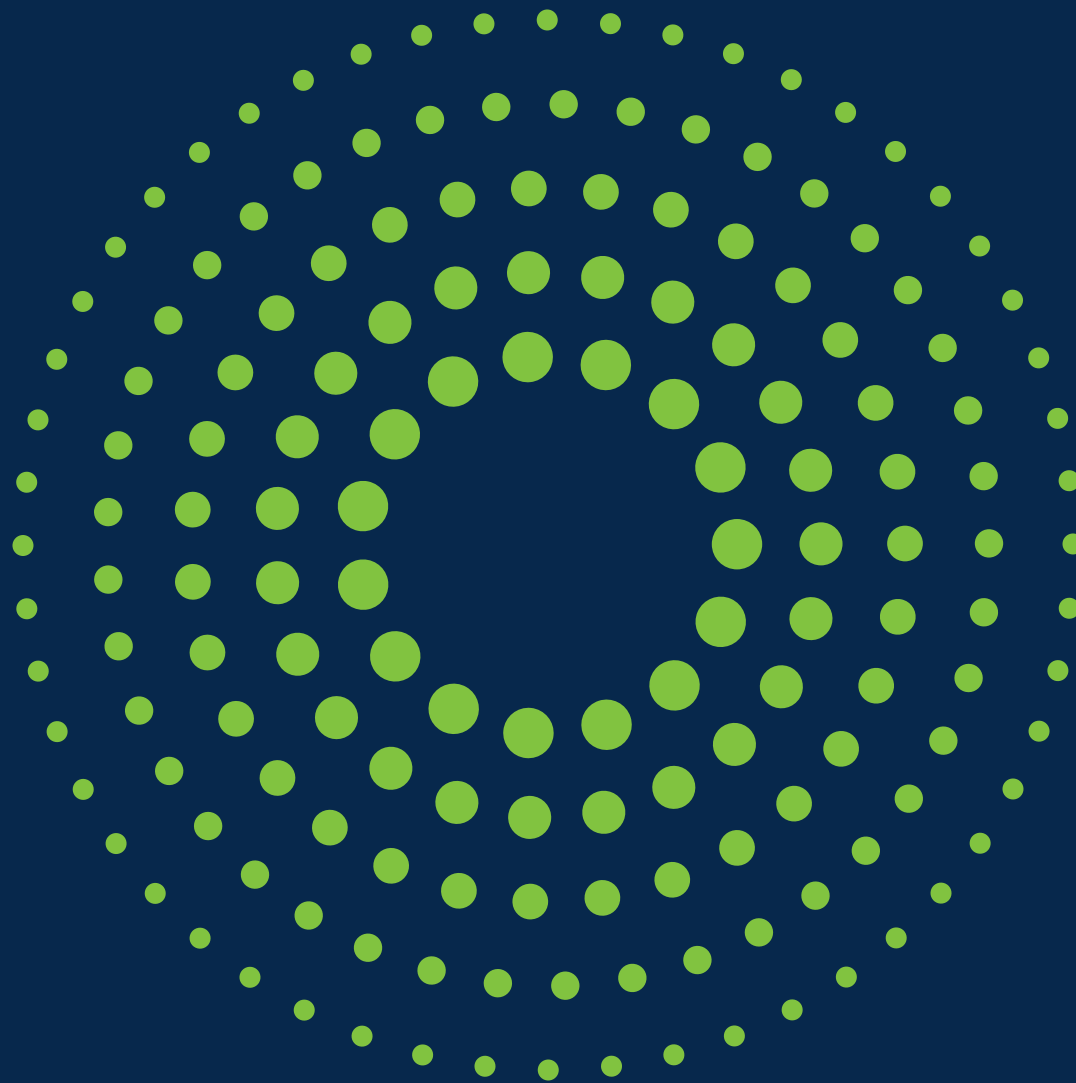
The value of regularly scheduled communication cannot be overstated. It's why, in addition to regular meetings with your account lead, you'll have regular status calls to meet with your team to discuss anything on your mind and review all pertinent action items for that week. Nothing is left to interpretation as key milestones and next steps are always clearly defined.

### WHAT HAPPENS IF WE ARE NOT SATISFIED WITH THE FINAL DELIVERABLES?

We value your satisfaction with our creative product every bit as much as you do. If something's not right, we will work hand-in-hand with you to get it right, fast.

*Have any more questions? Reach out to your account team lead!*

# OFFICE INFO



# BOCA RATON



An aerial photograph of a sandy beach with two blue umbrellas and a beach chair. The ocean waves are visible on the right side of the image.

OFFICE INFO

# CONTACT INFO

561 276 7701

---

5100 Town Center Circle,  
Suite 300, Boca Raton, FL 33486







### *Hotel recommendations*

#### **BOCA RATON MARRIOTT AT BOCA CENTER**

**Address:** 5150 Town Center Circle, Boca Raton, FL 33486

**Phone:** 561 392 4600

#### **THE RENAISSANCE BOCA RATON**

**Address:** 2000 NW 19th St, Boca Raton, FL 33431

**Phone:** 561 368 5252

#### **WYNDHAM HOTEL**

**Address:** 1950 Glades Rd, Boca Raton, FL 33431

**Phone:** 561 368 5200

#### **SONESTA SELECT**

**Address:** 2000 NW Executive Center Circle, Boca Raton, FL 33431

**Phone:** 561 241 7070

## OFFICE INFO

### *Restaurants*

#### ABE & LOUIE'S

Ever notice how guys named Pierre don't cook the best steaks? So did Abe & Louie. So they embarked upon creating Boca's (and Boston's) best steakhouse, offering fine dining that isn't too precious.

#### ROSE'S DAUGHTER

A remarkable experience, where Chef Suzanne Perrotto crafts dishes inspired by her childhood in her mother's famous New York restaurant: Sonny's Trattoria. The love that goes into her pasta truly feels like a hug from inside.

#### OCEANIC AT POMPANO BEACH PIER

This is the place for seafood so fresh, you'll swear it was caught at the pier outside. Beach-chic comfort is the way they describe themselves—and even our talented copywriters couldn't have phrased it better.

#### BEACH HOUSE

Looking for fine seafood with an ocean view? Look no further than Pompano Beach. The Beach House marries the nostalgia of carefree vacations from yesteryear with an aesthetic and menu that matches the modern appetite.

#### FOXY BROWN

A local neighborhood spot on every Fort Lauderdale's radar. Legend has it that the no frills, pure enjoyment of the patty melt inspired the Wolf family to create this comfort food haven. If you're in the market for brunch, theirs is award-winning.



## OFFICE INFO

### *Bars*

Whether you're a beer snob, a wine connoisseur or you're not picky at all—so long as there's a view of the water, Southern Florida is full of lively spots to enjoy libations with your coworkers, or by your lonesome if you need some you-time.

- [The Cove Waterfront Tiki Bar & Grill](#) (Tiki Bar, Deerfield Beach)
- [The Duck Tavern](#) (Dive Bar, Boca Raton)
- [Tap 42 Craft Kitchen and Bar](#) (Drafthouse, Boca Raton)
- [Sixty Vines](#) (Wine Bar, Boca Raton)



### *Entertainment*

If you're looking to get your game on, get your shop on or get inspired by some of the area's most eclectic performers, Southern Florida likes your style and has just the place(s) for you. Of course, if you're more content in the sun and near the water, we have a few places like that too.

- [Silverball Retro Arcade](#) (Arcade & Museum/Delray Beach)
- [Sistrunk Marketplace and Brewery](#) (Food, Drinks, DJ classes/Fort Lauderdale)
- [Dada](#) (Comedy, Poetry and Fashion Nights/Delray Beach)
- [South Park Beach](#) (Boca Raton)
- [Las Olas Beach](#) (Fort Lauderdale)

# NASHVILLE



# CONTACT INFO

615 742 7242

---

209 10th Ave S Suite 214,  
Nashville, TN 37203







### *Hotel recommendations*

#### **JW MARRIOTT**

**Address:** 201 8th Ave S, Nashville, TN 37203

**Phone:** 615 291 8600

#### **1HOTEL NASHVILLE**

**Address:** 710 Demonbreun St, Nashville, TN 37203

**Phone:** 615 510 0400

#### **W NASHVILLE**

**Address:** 300 12th Ave S, Nashville, TN 37203

**Phone:** 615 379 9000

#### **THOMPSON NASHVILLE**

**Address:** 401 11th Ave S, Nashville, TN 37203

**Phone:** 615 262 6000

#### **EMBASSY SUITES BY HILTON**

**Address:** 708 Demonbreun St, Nashville, TN 37203

**Phone:** 615 736 7100

#### **GRAND HYATT NASHVILLE**

**Address:** 1000 Broadway, Nashville, TN 372036

**Phone:** 615 622 1234

#### **FAIRFIELD INN & SUITES BY MARRIOTT (GULCH)**

**Address:** 901 Division St, Nashville, TN 37203

**Phone:** 615 690 1740

## OFFICE INFO

### *Restaurants*

#### ASSEMBLY FOOD HALL

Whether you're in the mood for hot chicken, BBQ, sushi, gourmet grilled cheese or a little of (see also: lot of) everything, bring your appetite here for an authentic taste of Nash.

#### MARTIN'S BBQ

A proud part of the West Tennessee Whole Hog BBQ tradition. Not to be confused with the envy coming from those partial-pig imitators in Texas and North Carolina.

#### HATTIE B'S HOT CHICKEN

Legend has it, the original hot chicken recipe was developed by a spurned wife trying to teach her husband a lesson. Years later, Hattie B's put their own spicy spin on it to become Nashville's favorite.

#### 1KITCHEN

Everything is served farm-to-table to fork-to-mouth-to ... wow. Chef Chris Crary's creations are best followed by libations at Harriet's rooftop bar, as they both share a building with the luxurious 1Hotel.

#### ST AÑEJO

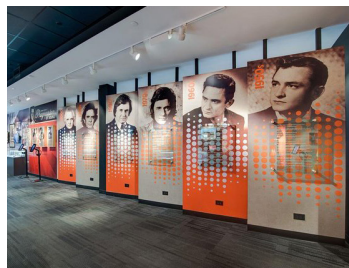
With a menu inspired by Mexican cuisine, Latin mixology and premium tequila, visitors will quickly learn that classic Mexican dishes and a chic experience pair together like tequila and rim salt.



### *Museums*

From the Country Music Hall of Fame to its most infamous live venue/former church, there are no shortages of inspiring museums to tour. Of course, we wouldn't be "Music City" if we only celebrated Country. So be sure to make time for the moving National Museum of African American Music as well.

- [The Country Music Hall of Fame](#) (Rep John Lewis Way S., Downtown)
- [The Ryman](#) (5th Ave N, Downtown)
- [Johnny Cash Museum](#) (3rd Ave South, Lower Broadway)
- [National Museum of African American Music](#) (Broadway, Lower Broadway)
- [Grand Ole Opry](#) (Opry Mills Drive, Opry Mills)

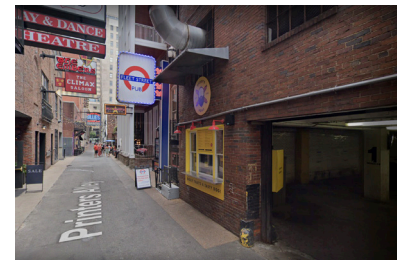


## OFFICE INFO

### *Bars*

Whether you're looking to potentially rub elbows with country stars at their favorite haunts or be the star yourself (for one night of glorious karaoke), Nashville has you covered. And if you're just looking for a little respite from the throngs of tourists on Broadway, Printer's Alley has your back.

- **Tootsie's Orchid Lounge** (Honky Tonk, Broadway)
- **Robert's Western World** (Honky Tonk, Broadway)
- **Santa's Pub** (Karaoke/Dive Bar, Bransford Ave)
- **Nudie's Honky Tonk** (Honky Tonk, Broadway)
- **Acme Feed & Seed** (Bar & Restaurant, Broadway)
- **Luke's (Bryan) 32 Bridge** (Honky Tonk, Broadway)
- **(Jason) Aldean's Kitchen + Rooftop** (Honky Tonk, Broadway)
- **Kid Rock's Big Ass Honky Tonk** (Honky Tonk, Broadway)
- **Ms Kelli's** (Karaoke, Printer's Alley)
- **Alley Taps** (Draft House, Printer's Alley)
- **Fleet Street Pub** (British Pub, Printer's Alley)



## OFFICE INFO

### *Listening Rooms*

Many of Nashville's brightest stars, from Taylor Swift to Dierks Bentley, first shine in intimate listening rooms. This is your chance to say you saw Zach Meadows before he did arenas. And if you're wondering who that is, give it a year. Or check out a listening room tonight!

- **Bluebird Cafe** (Hillsboro Pike, Green Hills)
- **The Listening Room** (4th Ave S, Downtown)
- **The Station Inn** (12th Ave S, The Gulch)
- **3rd & Lindsley** (3rd Ave S, Rutledge Hill)





bpd + UCSF Health

