



CLIENT:

DIRA Partners

A.wordsmith prepared a thorough and multi-faceted communication strategy for DIRA that included both actionable and long-term initiatives.

Client Description

DIRA Partners brings more than two decades of experience blending winning campaign concepts with policy and funding expertise to deliver better, more equitable and sustainable healthcare solutions for under-resourced populations - including communities of color, women and low-income populations.

Project Description

DIRA Partners identified a need to better articulate its purpose and value proposition, demystify its process, differentiate its services, expand its reach to new audiences and cement its reputation for progressive and informed healthcare systems change. To be successful, the consultancy engaged A.wordsmith to craft a multi-faceted communications strategy. As part of this, the agency met with key stakeholders to uncover communications objectives, client and partner personas, unique differentiators, team structures and visions for the future. Secondly, A.wordsmith conducted a comprehensive audit of existing marketing workstreams (website, social media channels and marketing materials) to identify ways to streamline processes, increase efficiencies and inform go-forward recommendations.

A.wordsmith prepared a thorough communication strategy for DIRA to embrace. The strategy included both actionable and long-term initiatives – all with the end goal of positioning the organization as a leading resource of healthcare workforce solutions, Medicaid financing, Medicaid and healthcare strategy.

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Key Results:

- **Brand Messaging:** A.wordsmith developed new positioning for DIRA partners that clearly explains the company's complex services in a way that is compelling and understandable – and connects with the continually evolving political and policy landscape.
- **Website Reconstruction:** A.wordsmith refined the DIRA website with improved visuals and copy that flowed from newly developed messaging.
- **Marketing & Sales Enablement Tools:** Ongoing development of RFP materials, brochures, newsletters, impact decks and case studies.
- **Design:** PPT decks, process graphics, company mailings and digital assets.