



AGENCY OVERVIEW

Healthcare

2026



Relationships First.
Solutions Always.



You have a story. We're here to tell it.

VVK PR + Creative is an independent, integrated communications agency with Detroit roots and national reach. We help mission-driven organizations clarify who they are, strengthen their voice and build credibility through smart strategy and creative designed to inspire action.





Services Overview

We specialize in industries where communication is complex and trust is essential – working across sectors that include healthcare, infrastructure, automotive, philanthropy, higher education, hospitality, real estate and more. Our team shapes the story, develops the strategy and implements it across channels, platforms and experiences so our clients show up in the right places, connect with the right audiences and build momentum for impact and change.

This work is shaped by the communities we're part of – and the ones we serve. As a Detroit-based agency grounded in inclusive leadership and diverse perspectives, we design work that expands opportunity, elevates voices and deepens connection. We've been recognized as one of the "Michigan 50 Companies to Watch," a "Diversity Focused Company" by Corp! Magazine and a "Best of MichBusiness" honoree in the Marketing & PR Prophets category.

Our Integrated Communications Services

- **Media Relations**
- **Organizational & Executive Positioning**
- **Public Relations**
- **Issues & Crisis Management**
- **Digital & Social Media**
- **Public Affairs**
- **Event Support**
- **Stakeholder & Community Engagement**
- **Video Production**
- **Graphic Design**



Expertise for Healthcare's Critical Moments

Few environments are as complex or as critical as healthcare. For more than 20 years, VVK PR + Creative has partnered with healthcare organizations, innovators and leaders working across care delivery, life sciences and digital health. From emerging startups to established institutions, every organization we support faces distinct challenges and priorities, but shared goals: **to strengthen trust, communicate value and lead in a rapidly evolving landscape.**

Today's reality is shaped by intensifying regulatory scrutiny, financial pressure, rapid technological advancement and rising expectations from patients, providers and stakeholders alike—all while navigating the complexity of communicating innovation with clarity and credibility.

The stakes are high. The opportunities are too.

Strategic communication is more than awareness. It is about translating complexity, strengthening trust and positioning leadership to shape the future of health. We understand what that takes in healthcare. And we have the experience and capabilities to help.



VVK PR + Creative: Elevating Healthcare Leadership

We position healthcare innovators as essential authorities and their leadership as the architects defining the future of health.

Through strategic, solutions-led storytelling, we help:

- **Communicate complex breakthroughs** with clarity and human resonance—from medical devices to digital health
- **Fortify institutional trust** in an era of heightened regulatory, financial and public scrutiny
- **Elevate leadership voices** to drive industry conversations on affordability, safety, quality and the evolution of care

You don't just provide a product or service—you solve the industry's most critical challenges. We ensure your organization is the one the market trusts to lead the way.



I have worked with many different communications firms in my career, but this team stands out above the rest for their outstanding judgment, dedication to service, passion for my organization's mission, and ability to deliver high-profile, strategic media results on both a national and regional basis.

Doug Lynch

*Advanced Bionics Corporation,
a Boston Scientific Company*



Our Approach

Reputation, Influence + Authority

Executive Thought Leadership

Positioning CEOs and SMEs as leading voices on AI, health equity and the future of health

Influence Management

Shifting from "paid" visibility to "earned" authority on high-profile global stages

Transparency + Advocacy

Raising profiles for mission-driven work in hospital safety and quality

Market Penetration + Strategic Growth

Innovation Launches

Positioning new technologies as solutions to systemic healthcare reform issues

Brand Evolution

Moving a company's perception from a "single-product manufacturer" to a "total solutions provider"

Cross-Sector Integration

Introducing healthcare leaders to influential new audiences in tech, business and innovation

Institutional Stability + Mission Integrity

Crisis + Clinical Messaging

Managing communication around patient safety, medication errors, and public health outcomes

Regulatory + Economic Positioning

Navigating market pressures and shifting the narrative from "cost" to "long-term value"

Issues-Based PR

Using data and results to drive greater transparency and affordability in the market



Institutional, Solutions-Based and Leadership Visibility for...

Systems, Payers + Partnerships

The providers and payers navigating the front lines of care delivery.

- Delta Dental of Michigan
- HAP (Health Alliance Plan)
- HAP CareSource
- Henry Ford Health
- Henry Ford Health + MSU Health Sciences

Platforms, Systems + Advisory

The digital and strategic "architects" of the healthcare ecosystem.

- Athenahealth
- MD Online
- Oliver Wyman Health & Life Sciences
- SimulConsult
- Teladoc Health

Medical Technology + Life Sciences

The innovators developing the devices, diagnostics and therapies of tomorrow.

- Advanced Bionics (Boston Scientific)
- Advaxis (Ayala)
- B. Braun Medical
- Biotest AG
- Bracco
- Catalent
- Fujirebio
- Quanterix
- Siemens Medical Solutions (Siemens Healthineers)

Advocacy, Safety + Public Health

The mission-driven voices defining industry standards, patient rights and specialized care.

- Autism Alliance of Michigan
- Lighthouse Guild
- The Leapfrog Group



Case Example: Our Approach



Elevating Industry Profile:

Driving Teladoc Health from Paid Engagement to Earned Impact



The Challenge

As Teladoc Health grew from a start-up to an established, Fortune 1000 virtual health enterprise, it needed to elevate its brand reputation and establish further credibility in the market through its leaders and subject matter experts. It aimed to evolve its brand reputation from a category disruptor to a globally recognized enterprise—not just within healthcare, but more broadly as a leader in technology and innovation.

Prior to our partnership, Teladoc relied heavily on sponsored speaking opportunities within traditional healthcare industry forums. While these offered visibility, they did little to advance the company's broader strategic goals or differentiate its voice in a rapidly evolving market.



Elevating Industry Profile:

Driving Teladoc Health from Paid Engagement to Earned Impact



The Strategy + Messaging Evolution

We created a speakers bureau program built around Teladoc's leadership and notable thought leaders. The goal was to deliver timely presentations on high profile stages that reached the right audiences and elevated Teladoc's profile. To achieve this, we:

- **Shifted from a paid to an executive- and issues-led strategy—** prioritizing earned opportunities that aligned with the company's strategic priorities and showcased its leadership on topics shaping the future of health and technology.
- **Expanded our speaking targets** beyond healthcare into high-value technology, innovation, and business conferences that introduced Teladoc's leaders to new and influential audiences.
- **Pursued platforms that reinforced the company's leadership in innovation,** positioning Teladoc Health as a trusted voice at the intersection of healthcare and technology.

Speaking Themes Covered

+ AI

- Bot or Not: AI in Healthcare
- Applying AI to drive meaningful consumer behavioral change

+ HEALTH EQUITY

- Closing Health Equity Gaps
- Continuing Challenge of Health Equity
- Using Tech to Bridge Gaps in Access

+ INNOVATION

- From Concept to Care: The Power of People-Centric Innovation
- Future of Telemedicine

+ LEADERSHIP

- Bridging the gap: lessons for B2B CMOs from the world of B2C
- Driving Culture and Change



Speaking Results That Shift Market Positioning From Healthcare Player to Tech Innovator



The Results

Our program delivered measurable gains in visibility, credibility, and brand elevation. Through a focused, executive-led strategy, we:

Increased both the quality and quantity of speaking engagements, securing a mix of keynote, panel, and fireside opportunities at premier industry and cross-sector events.

Expanded into technology and business platforms, with 50% of total speaking engagements in 2024 occurring outside the traditional industry conferences.

Reduced reliance on sponsored talks, shifting toward earned high-profile stages that offered stronger brand-building and audience engagement potential.

Positioned Teladoc's key voices as leading experts on topics including AI, innovation, and leadership – driving broader recognition not only a healthcare player, but a tech-driven enterprise.

Chief Executive

hlth.

HEALTHCARE
BREW

Forbes
HEALTHCARE
SUMMIT

VIVE

BRAND
INSIDER
SUMMIT
Pharma
& Health

THE
TRANSFORMATIVE
CEO
SUMMIT

14TH ADVANCING WOMEN'S
LEADERSHIP IN
PHARMA & HEALTHCARE CONFERENCE

MILKEN
INSTITUTE
GLOBAL
CONFERENCE

FIERCE
Health Payer Summit

Women Lead
Festival

CMO
Alliance

STATSUMMITS



Our Leadership

Our team of PR strategists, video producers and storytellers create strategies and experiences that resonate with audiences, drive differentiation and fuel growth.



Peter
Van Dyke
CEO



Laura
L'Esperance
Executive Vice President,
Public Relations



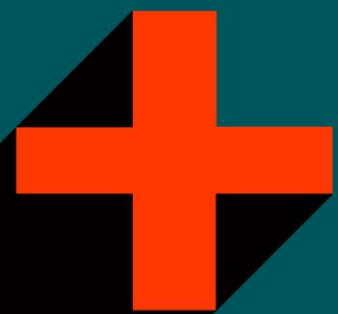
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