



SHPS (www.SHPS.com) is a leading, independent provider of integrated health solutions that improve personal health and reduce spending. By integrating traditional health management and benefits administration services, SHPS delivers people-centric solutions that empower individuals to make wise health care choices. It serves large and mid-sized employers, government agencies, and third-party administrators (TPAs) through the company's Carewise® Health, Landacorp, and SHPS brands.

SHPS is dedicated to improving personal health by empowering individuals to make wise, educated health care decisions. SHPS serves both individuals and organizations that pay for healthcare through its integrated clinical, financial, and administrative solutions that promote better health and optimize health care spending.

Strategic Challenges: SHPS sought to raise awareness of services and credibility among business, mid-large employer, TPA, government, broker, and investment communities.

CPR developed all business-to-business messaging and positioning for the company, its products, and services, and established a public relations and marketing communications platform for successful implementation.

CPR assisted in the creation of branding tools, logos, and documents for launch, market introduction, and ongoing sales.

CPR also developed a trade show presence to employer, TPA, broker, government, and self-insured conferences, speaking engagements, and exhibits. Media training sessions were conducted for all company spokespersons.

Resources Applied:

CPR conducted thorough due diligence and discovery with key SHPS leaders to gain a comprehensive picture of company goals and objectives. We conducted outreach to targeted trade media outlets, and, ultimately, we succeeded in positioning SHPS as thought leaders on health care technology and an emerging influence on the changing health care system moving forward.

In addition to aggressive pitching to the media, CPR crafted white papers used to position themselves as thought leaders in the industry, as well as bylined articles published in nationally recognized employer desktop reference manuals.

CPR secured high-level positioning opportunities and speaking engagements for senior executives.

Outcomes and Measures

SHPS was profiled in 317 media outlets during the first 1.3 years of the campaign, including its president being highlighted as a "Healthcare Visionary" in *Managed Healthcare Executive*; he was interviewed by The Fox News Channel, CNBC, National Public Radio, *The Wall Street Journal*, *Time*, *Healthcare Finance News*, *Health Data Management*, *Human Resource Executive*, *Federal Compensation*, *Employee Benefit News*, *Employee Benefit Advisor*, *Managed Care Outlook*, *Managed Care Week*, *Plansponsor*, *California Broker*, *My Health Guide*, *AHIP SmartBriefs*, *Workforce Management*, and more. According to SHPS, the company has nearly doubled its client base since embarking on a public relations campaign with CPR.

SHPS now serves hundreds of Fortune 100 companies, Fortune 500 companies, Fortune 1,000 companies, state governments and agencies through the U.S. Office of Personnel Management. Excluding its medical management software clients, SHPS has millions of participants in its programs in the United States. SHPS also licenses medical management software through its Landacorp subsidiary to major health plans and hospitals.

CPR continues to expand its marketing and public relations activities for SHPS.