



# Strengthening Reputations in Healthcare through Great Storytelling

Sunrise Health Communications creates impactful stories for healthcare companies to engage and influence their stakeholders, including patients, customers, employees, physicians, journalists, partners and investors.

Founder and former healthcare journalist Vince Galloro creates **communications strategies** for companies that provide expertise (consulting, data-driven, network or professional services) to provider organizations, as well as for healthcare provider organizations and healthcare trade groups and associations.

**Areas of expertise** include media relations (both proactive and defensive), reputation positioning and building, thought leadership, crisis and issue management, and transactions and post-merger integration.

Specific prior engagements include:

- **Reputation building:** Developed comprehensive content and thought leadership campaigns for a large law firm's healthcare practice and a growing health analytics and data company.
- **Media training:** Conducted media training for groups of up to 20, with one-on-one sessions for leaders in need of additional training.
- **Transactions:** Led successful communication campaigns from initial announcement through deal closing for health system transactions in Illinois, Maine, Pennsylvania and Wisconsin.
- **Post-merger integration:** Provided internal communications strategy and execution to support integration of Illinois and Pennsylvania mergers.
- **Crisis/issue management:** Led communications campaigns for clients facing federal and state regulatory scrutiny, contract disputes with insurers and lawsuits against competitors.

## Background: Vince Galloro

Vince Galloro has 18 years of experience in healthcare communications. For more than seven years, Galloro has counseled healthcare companies on communications strategies, as **founder of Sunrise Health Communications in 2018** and before that as part of a top-10 healthcare strategic communications firm.

Prior to that, Galloro was a staff writer and editor at **Modern Healthcare**, the leading trade magazine for the healthcare industry. Galloro began his career in local journalism at the **Daily Herald (Arlington Heights, IL)**.