



Address: P.O. Box 1347 Snellville, Georgia 30078
Phone: 678-390-2681 or 770-337-1995

Email: Natasha@ImpactBrandingConsulting.org
Website: www.ImpactBrandingConsulting.org

HEALTHCARE CAPABILITY STATEMENT

ABOUT US:

Impact Branding Consulting, Inc is a Brand Development & Public Relations consulting firm specializing in brand recognition, public relations, strategic business development and training. Our services help healthcare organizations identify their vulnerabilities and rapidly employ resolutions. IBC takes pride in positioning healthcare companies on the paths that are least resistant. Our services directly contribute to the improvement, enhancement and development of our clients.

COMPANY ID, LICENSES & CERTIFICATIONS:

- CAGE CODE: **7QAP0**
- DUNS # **08036778**
- ED-WOSB / WOSB
- SBE
- MBE
-

ABOUT THE CEO:

Ms. Natasha Davis, *MBA-M, BSN-RN* is the founder and CEO of Impact Branding. Natasha brings an in-depth background in leadership training, team building, critical thinking and project management experience. Natasha provides crisis management, clinical support and process improvement in the Healthcare industry for over 15 years. She directs the company's strategic planning, business development, quality assurance and customer satisfaction.

IMPACT BRANDING'S CORE PROJECT TEAM:

Ms. Cynthia McQueenie, Regional Director of Operations
Ms. Antoinette McClendon, Operations & Marketing
Mrs. Maxayn Smothers, Creative Design Strategist
Dirk Christiani, Cyber- Security / IS Director
Ms. Kashima Peters, Meeting Management & Staffing

CORE CAPABILITIES/SERVICES:

Branding & Public Relations

- Brand Development & Public Awareness
- Content Development & Strategy
- Marketing Research / Planning/ Strategy
- Advertisement Planning & Buying
- Video Marketing / Visual Marketing
- Online Marketing / Social Media Marketing
- Multi-Media Broadcasting & Production
- Product & Service Branding / Positioning

Training & Development:

- Corporate Development & Training
- Leadership Development & Retention
- Team Building & Ideal Talent Acquisition
- Customer Service/ Experience Improvement
- E-Learning, Webinars, Seminars & Conferences
- Keynote Speaker & Strategic Meeting Facilitation
- Train the Trainer

Organizational Efficiency Management

- Business Planning/Growth Strategy
- Cyber Security & Information Systems Protection
- Content Development/ Strategy
- Contingency Planning
- Brand Development/Expansion Strategy
- Executive & Executive Team Coaching
- Meeting / Conference Management
- Team Building: Acquisition & Retention

Audit Readiness & Accreditation Acquisition

- Accreditation and Certification Readiness
- Incentive & Pay For Performance Acquisition
- Corporate Audit Readiness / Mock Audits
- Train the Trainer - Audit Readiness



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PROJECT HIGHLIGHTS

PR Project: Georgia Diabetes Coalition

Retained as the Marketing Strategist to assist with the effective marketing of the annual fundraiser

Goal: Successfully implement a cohesive and high attention marketing campaign that results in high registration

Results:

- Developed the media marketing campaign & Press Releases
- Increased fundraising activity in 2013 by 20%
- Contributed to the increase in event attendance from 70 to 178

Training Project: State of Georgia PeriAnesthesia Nurse's Association

Retained as Training & Development Facilitator

Goal: Improve performance & leadership skills of medical personnel and department executives

Results:

- Trained over 100 medical personnel and department executives.
- Performed performance management training and process improvement training.
- Training reported to have resulted in a 16% increase in performance of the overall team and a 30% decrease in turnover

Branding Project: The Wright Vision Foundation

Retained as the Executive Coach & Business Strategist to assist with the new Organizations Launch

Goal: Successfully Launch the new non-profit organization with a solid business structure

Results:

- Developed the Advisory Board Selection Process
- Performed Business Plan analysis and improvement of the budgeting
- Implemented strategies that increased revenue by \$20,000
- Increased Client Acquisition by 60% over 3 months

PARTIAL CLIENT LIST

- Georgia Diabetes Coalition
- GA Nurses Association of PeriAnesthesia
- City Of Covington Access Television
- Georgia Nurses Association
- American Assoc of Nurse Life Care Planners (AANLCP)
- North Atlantic Chiropractic Center
- North Georgia Hospital System
- The Wright Vision Foundation
- The Social Hostess

NAICS CODES:

Primary:

541820 Public Relations Consulting

611430 Professional and Management Development Training

Secondary Codes:

541720 Business Research and Development Services

541613 Marketing Consulting Services

621399 Nursing, Health Practitioners

541612 Employee Benefits Consulting Services

541614 Process, Logistics Distribution Consulting

541618 Other Management Consulting Services

541840 Media Representatives

512110 Video Production & Distribution

541430 Graphic Design

541611 Administrative Management and General Management Consulting Services