

*Speak
People*

Understanding the GSW Story



We're *people* people.

What makes this agency tick?

It starts, moves, and ends with people. People we call colleagues. People we call clients. And people we call audiences. Before you can speak people, you have to understand why it's so important to the healthcare space, and to us. When you do speak people, you naturally tell better stories.

This is *ours*.



Healthcare and humans are missing each other.

The creators of science and technology designed to keep us living healthier and longer aren't quite as masterful at creating meaningful connections with the very humans they are trying to help. It's not surprising.

WE HUMANS DON'T DO WHAT WE ARE TOLD TO DO.



Healthcare can feel authoritarian and punitive — do this, take this, don't do this or else.

Some of us are happier not knowing about our health.

Others are vigilant but with bad information. Most don't believe we need to do anything if we don't *feel* anything.

And by the time we do feel something, it's often beyond the healing of lifestyle change — it's full-on, terrifying life change.

HEALTHCARE
NEEDS TO
CRACK THE



It needs creativity on all fronts.

It needs to understand irrational motivations and the truth that all of their customers are humans first.

It needs big, bold ideas.

It needs to build genuine relationships and experiences.

It needs the belief-shaping, behavior-changing, let's-connect-everyone power of rich brand experiences.



HUMAN
C O N D E .



HELLO, EMPATHY & MOTIVATION.

We are the maestros of choice and action. We've helped humans appreciate how all sorts of things can make their lives better — products, services, technologies, you name it. We inspire people to try the unfamiliar. To desire better. To do difficult. We bring those marketing and technology skills here, to GSW, because here is where we can impact the most lives. Because here we can help humans choose to be healthier humans.



COMMON GROUND HAS NEVER BEEN SHAKIER.

There's a new
accountability to
healthcare.

Federal legislation takes over the news while drug costs and insurance changes take over our dining tables. Overwhelming health concerns like diabetes are forcing general practitioners into becoming instant specialists. Hospitals are being graded on how well and correctly they care — and people satisfaction scores weigh in heavily. Finding common ground has never been more critical.



THIS IS
LIFE WITH A
CAPITAL
“L”

Unlike consumer goods, automotive, finance, or other “marketing” markets, healthcare requires no manufactured emotion — it is brimming with the real thing.

But our ways of tapping into it are stunted by an industry crutch of rationality and analytics. Each personal experience with health is alive with conversation and personal interaction. It’s honest and dramatic and powerful. We simply need to unleash it.



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WHEN “HAVE TO DO” BE COMES “WANT TO DO,” YOU ARE SPEAKING PEOPLE.



*We seek truth.
We speak people.
We act human.
We invent experience.
We shape “have to do”
into “want to do.”*

**WE BELIEVE THERE IS
A HEALTHIER WE INSIDE
OF ALL OF US.**



Vision, Mission, Hold the Corporate

How do you become the healthcare communications leader in building human connections? By turning insights into brand experiences that transform people into success stories. That's our vision and our mission, in that order.

Simple, aspirational, achievable.



**When you
Speak People you:**

tell better stories.

We don't just tell amazing stories to our audiences. We tell them to ourselves. Right from the outset, we strategically define our narrative. That's why our strategies are told in story form. So is our creative brief. It keeps us in the mind-set of speaking people.

**connect audiences,
channels, markets.**

Great stories defy the old standards of what a campaign really should be. We define them by how our ideas can shape content and audiences across interactions: Print, Watch, Use, Share, Play, Personalize, Attract, and Measure.

**build something far
beyond communication.**

We go beyond marketing and advertising to help build relevant products and programs. We're an agency. A think tank. A tech lab. A software developer. We instigate innovation across our organization for discovery and development of the novel, new, and never-been-done. And as geeked out as this all seems (and is), it's all in that ever-comprehensible language.

**uncover genuine
human truths.**

Our most impactful work can be traced back to basic human truths. You have to dig deep to find them, and we don't stop until we satisfy our craving for those powerful insights. Most times, a human truth is deceptively simple: *People are afraid of surgery. When people live longer, they make different plans. People will go to extraordinary lengths to relieve an itch.* Turns out, the powerful work a human truth fuels is just as deceptively simple.

**clean out your ears
and listen.**

The conversation gaps and guffaws that take place in healthcare are places we can be most effective. To understand them, we must first free the assumptions of market research. We know what answers we'll get from the same old line of questioning, so we find new ways to get below the surface.

**measure outcomes
beyond incomes.**

We work for our clients. Yet we get great results by working for the people who need their products. So rather than check boxes of what is expected, we reverse engineer the process. We build brands based not on what the brand wants to say but what people need to hear. Or understand. Or do. And we hold ourselves accountable for the human outcome of our efforts.

create without caveats.

Our creative work is renowned for its, well, creativity. No excuses for working in healthcare. We want to build our personal and agency reputation based on the boldest, smartest, most audacious brand experiences that build our clients' businesses. All of our audiences are people first (yes, even those doctors). And people respond to creativity.

treasure human stories.

We all have a someone, a fellow human, who's health story inspires us. For some of us, it's family or friends. For others, a stranger we've read or learned about. Our Adopt-A-Story discipline ensures that the people who inspire us don't sit quietly in the back of our minds but rather face forward on our desks and walls to share and, quite possibly, inspire others.

Act Like You Own the Place

Being students of human behavior means we can easily recognize and articulate the kinds of behavior that we want from each other. At GSW, we know how we want to work with each other, and we feel empowered to call each other out when we don't see it. Whether you work with us or for us, you should expect the same.

Mosh

Here, "interactive" doesn't just mean digital. It means reaching out to those around you (yes, even those who don't dress like you) to bounce ideas, add ideas, and inspire better ones. It means knocking on doors (which should already be open), forgetting rank, and getting to better work faster by getting there together.

Own

Success stories. That's our measuring stick. And regardless of the role each of us plays in getting there, we're all accountable. It's not "someone else's job." So don't wait to be told what to do. Be proactive with your ideas and your help. You know what we need to deliver. Own it.

Rise

We don't just rise to meet challenges. We rise above them. We do the hard work to make ideas work harder. Good ideas gooder. We don't settle for the usual standards of "client satisfaction" or "award-winning." Not when we remember what's at stake.

Flex

We're not perfect. Our clients aren't perfect. Our structure, our systems, our days aren't perfect. But our mission is. And our answers have to be. We need the vision to see beyond the distractions and easy excuses. We need the attitudes, adaptability, and agility to roll with the changes. And when we do, we'll be the ones leading the change.





This is not easy.

Speaking people can sometimes result in expletives. There are tools and processes and best practices for success. Do they all fit together exactly the same way every time? Not a chance. This is human existence territory—it's messy out there, so we have to be nimble and agile and sometimes wear high boots. But we know how to connect the healthcare industry with the people it's trying to help. We do it by speaking a language that healthcare hasn't spoken in a long time. So can you.

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