

HCS+

Health Communication Strategies

Digital communications for global health and development

Hi, we are Health Communication Strategies.

Nice to meet you!

We're a digital communications agency passionate about health, technology, and global development. We help organizations communicate complex issues through digital storytelling, web development, social media marketing, video production, and more.

You can find out more about our work at

www.healthcommstrat.com



Patrick Grossmann
Co-Founder



Mrigank Shail
Co-Founder

> "We deliver high quality digital marketing solutions for organizations with a purpose."

Our experience.

With extensive experience in digital marketing, communications and public health, our skills are uniquely tuned towards providing high quality digital solutions for organizations working in global health or development.

15+ Years in health communication and digital marketing

35+ Years working with public health NGOs

31+ Years in global health and development

Advanced qualifications in public health and digital communications



HCS+

Trusted by global organizations.

We're trusted by leading global health, development and educational organizations. Some of our clients include:

IAS

World Health Organization

The Oslo Center

THE HEPATITIS FUND

WHO Foundation

UCL IIPP

UNIVERSITY OF TORONTO

unicef

Meet our team.

Meet our international team, with decades of experience in digital communications and marketing.



Mrigank Shail, MD

Co-Founder &
Content Creator



Patrick Grossmann, MPH

Co-Founder &
Digital Marketer



Marta Soszynska

Audiovisual
Producer



Muphulusi Nefale

Digital Marketer



Cai Morris

Graphic Designer &
Web Developer



Sam Stirling

Graphic Designer



Martiani Dona Oktavia, MD

Health Specialist



Hedda Askheim

Digital Communications
Specialist



Stephen Forrest

Photographer &
Videographer

Scope of services.

By combining decades of technical expertise with the latest digital marketing tools, we craft strategies and products that connect with your audience and drive real engagement.

Website design and development

- WordPress and Drupal integrations
- Search engine optimization
- Website maintenance and management
- Website hosting and server configuration
- A/B testing

Social media marketing

- Social media strategy
- Content management and creation
- Social media graphic design
- Advanced social media analytics
- Live social media coverage

Email marketing

- Email branding and design
- Email list management
- Signup form website integration
- Email marketing automation

Digital advertising

- Google Ad Grant integration
- Social media advertising
- Paid search advertising
- Ad content creation

Digital analytics and reporting

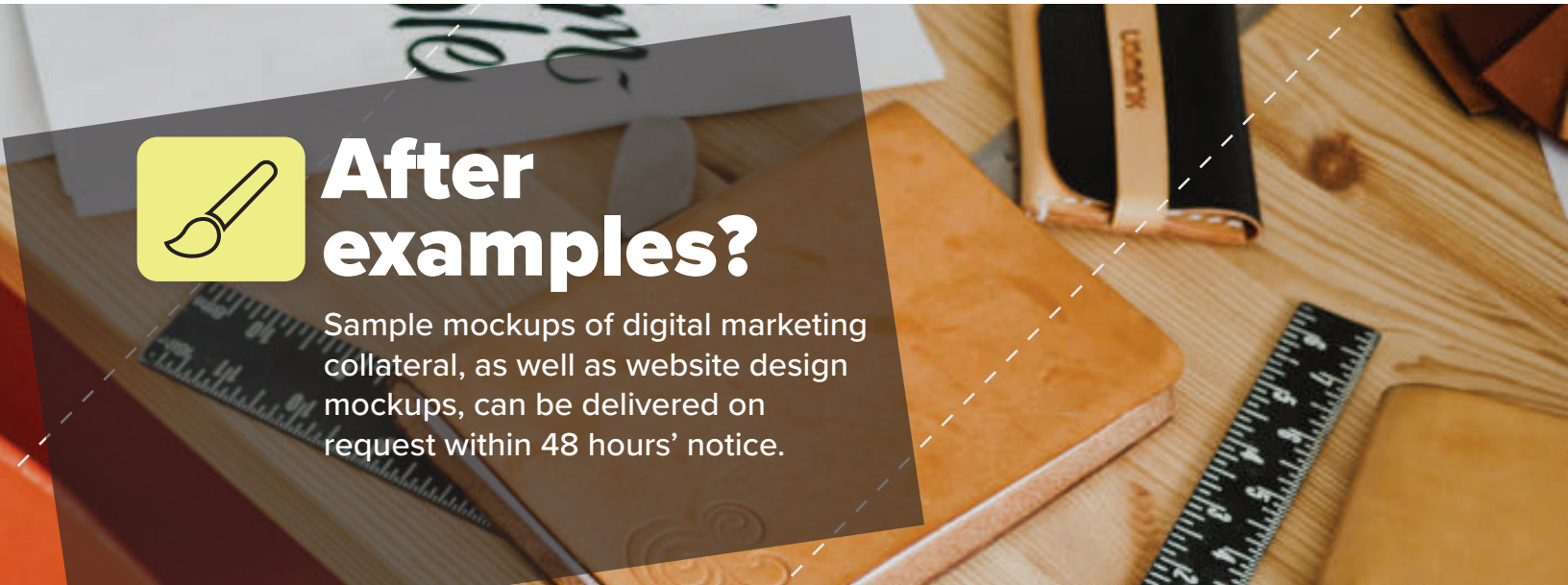
- Google analytics optimization
- Analytics dashboard creation
- Reporting automation
- Business intelligence reporting

Digital design and branding

- Social media graphics and ads
- Corporate logos and branding
- Website imagery and banners
- Print collateral
- Email branding and graphics.

Video production

- Corporate and social media video production
- Script writing
- Knowledge translation
- Storyboarding
- Multi-language captioning

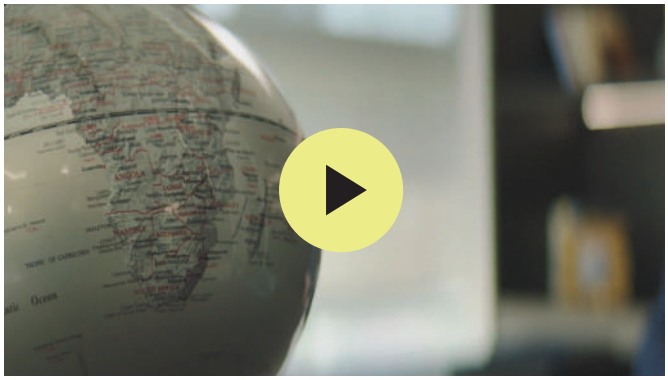


After examples?

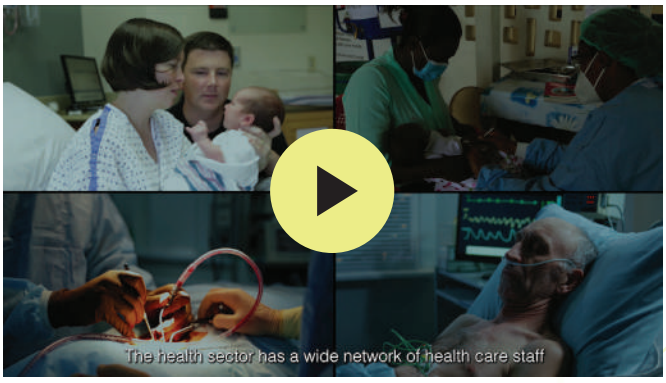
Sample mockups of digital marketing collateral, as well as website design mockups, can be delivered on request within 48 hours' notice.

Video production examples.

WHO: COVID-19 pandemic video



UNICEF-WHO guidance video



Global Health Facilities Database launch



developed by a human
not by AI

International AIDS Conference.

HCS provides comprehensive branding, design and digital marketing support for all International AIDS Connferences, including banner designs, collateral design, email marketing, web design, social media coverage, booth design, digital analytics, digital advertising campaigns, and much more.

Event branding







Event banners

Web design & development



Booth design



Banners & print collateral





WHO content production.

HCS has worked closely with the World Health Organization (WHO) to deliver some of its most impactful global health communications campaigns. Our role was to combine creative storytelling, data-driven strategy, and community engagement to ensure vital health messages reached diverse audiences around the world.

For COVID-19, HCS supported WHO in designing and testing communication assets on a global scale. We guided the use of A/B testing and a multi-cell Meta “Brand Lift” study, an innovative approach to measure shifts in public perception of protective measures and vaccines. The results were groundbreaking: campaigns **reached 1.1 billion people across 84 countries** and directly motivated 32 million people to continue practicing six key COVID-19 prevention measures.

Video production



Social media videos







Testimonial

> Shail is an exceptionally knowledgeable, creative, committed and collaborative colleague; I don't know how we would manage without him.



Gabriella Stern,
WHO Director of Communications

Words Matter! conference.

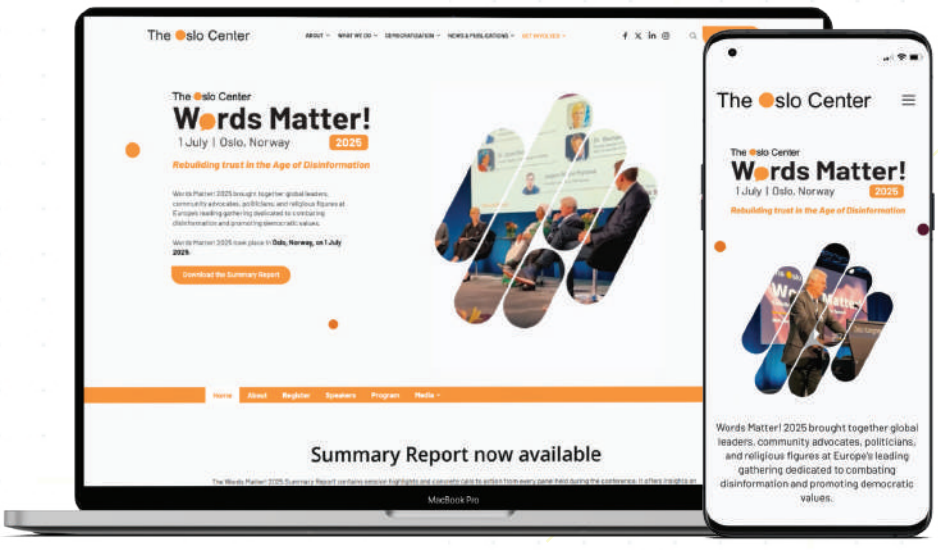
HCS leads all digital marketing and branding for The Oslo Center's Words Matter! conferences, including website development, social media management, email marketing, branding and design, digital advertising, video production, photography, and live social media coverage.

Event branding



Photography

Web design & development



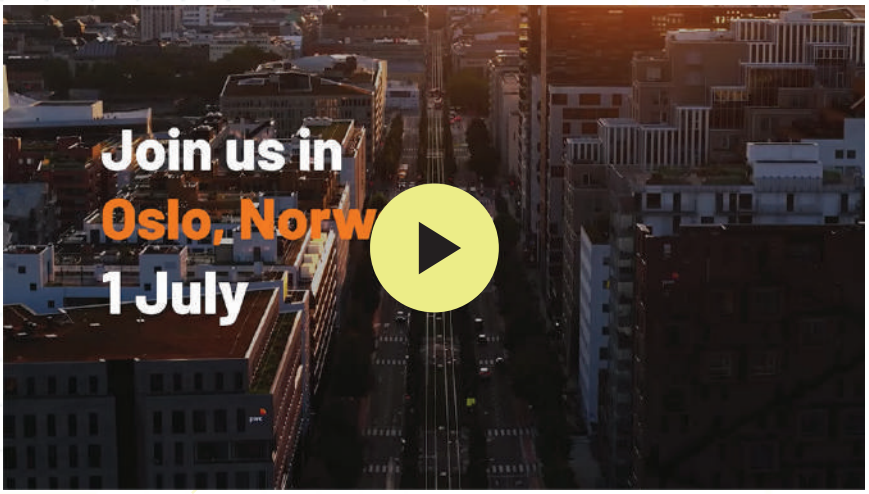
Event banners



Digital advertising



Video production



Contact us.

Have some questions? Feel free to reach out to us at any time.
We look forward to hearing from you!

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