

**Company:** Brighton Health Plan Solutions

**Company Description:** Brighton Health Plan Solutions is a national healthcare enablement company and third-party administrator in the self-funded market. Brighton HPS provides network administration, health system direct contracting, unmatched administrative flexibility, customizable network solutions, comprehensive casualty solutions, plug-and-play architecture and an award-winning technology platform.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Healthcare Communications or PR

**Nomination Title:** PR and communications strategy plays pivotal role in landing new partnerships



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Answers below.

3. Specify the date on which this campaign or program was launched:

January 1, 2024

4. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 207 words used.**

As the healthcare industry has shifted toward more personalized, value-driven care, Brighton Health Plan Solutions identified a growing disconnect between how third-party administrators (TPAs) operated and what labor unions expected. The model had become too transactional and opaque—eroding trust with a key audience. Brighton HPS set out to change that.

Dina Jordan, senior vice president of marketing and business development, led the development of a new communications strategy aimed at repositioning the company as a national partner rooted in transparency, trust, and alignment with labor values.

The campaign was created to address three core challenges: limited brand recognition on a national level, industry confusion around Brighton HPS' differentiated offerings, and low visibility among union decision-makers—despite unions being a primary focus of the business.

At the center of the effort was LaborStrong.live, a digital platform designed to engage union communities through storytelling, advocacy, and shared values. That initiative was supported by earned media, thought leadership, social storytelling, and highly targeted outreach to labor and health system stakeholders.

The strategy has been a success. Over the course of the campaign, Brighton HPS has signed six new contracts with health systems and two with major union health plans—a direct reflection of stronger positioning, sharper messaging, and deeper audience alignment.

5. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 210 words used.**

Brighton HPS' campaign has prioritized one thing above all: trust. Each effort has been designed not only to raise visibility, but to forge meaningful, lasting partnerships with labor organizations and healthcare providers.

Key activities and results include:

- o **LaborStrong.live Rebrand:** This digital storytelling platform was reimagined with the union audience at its center. Through blog content, interviews, and social storytelling, Brighton HPS achieved a 250% increase in social followers and a 74% year-over-year engagement boost.
- o **Thought Leadership:** Brighton HPS elevated internal experts with 12 executive-bylined articles, 14 industry awards, and high-profile speaking engagements at the International Federation of Employee Benefits Plans Employee Benefits Conference and the Teamsters TCS Health and Benefits Expo.
- o **Media Relations:** Earned media in *S&P Global*, *Entrepreneur*, *BenefitsPro*, *MedPage Today*, *Becker's Hospital Review* and other outlets generated a combined potential audience reach of over 940 million.
- o **Lead Generation:** Multi-channel outreach—including direct mail kits, polls, LinkedIn ads, and regular email cadences—helped cultivate 50+ new union relationships and directly contributed to six new health system contracts.
- o **Retention and Growth:** Brighton HPS achieved a 96% client retention rate and signed two new contracts covering more than 100,000 new lives.

These results not only demonstrate strong performance metrics, but also validate a communications strategy grounded in integrity, relevance, and purpose.

6. Outline the activities and concrete results of this campaign or program since the beginning of July last year. Even if your initiative started before July last year, limit your response to activities and results since the beginning of July last year only (up to 250 words):

**Total 189 words used.**

The attached supporting materials reinforce the effectiveness and strategic impact of Brighton HPS' communications campaign.

- o **Media Coverage:** Articles published in national and trade outlets like *Entrepreneur*, *S&P Global*, *MedPage Today*, *BenefitsPro*, and *Becker's Hospital Review* confirm Brighton HPS' growing influence in national healthcare and labor conversations.
- o **Thought Leadership:** Executive bylines, industry awards, and speaking opportunities illustrate Brighton HPS' transformation into a go-to voice on self-funded healthcare and labor advocacy.
- o **LaborStrong.live Analytics:** Engagement metrics show tangible success in reaching the target union audience. A 250% increase in social followers and 74% year-over-year engagement improvement demonstrate that the content resonated deeply.
- o **Targeted Labor Outreach:** Features in *The DC Report* and *St. Louis Labor Tribune*, as well as a guest appearance on the *America's Workforce Podcast*, gave Brighton HPS direct access to union leadership and decision-makers.

Together, these materials provide quantitative and qualitative validation of the campaign's success—not just in media exposure, but in building trust and driving conversion.

The communications campaign advanced Brighton HPS' position from capable TPA to thought leader and valued partner, uniquely equipped to support organized labor and health systems through shared values, innovation, and long-term commitment.

7. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

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## Attachments/Videos/Links:

[PR and communications strategy plays pivotal role in landing new partnerships](#)

[REDACTED FOR PUBLICATION]