

Case Study

Crisis Communications: Alleged Data Breach



SITUATION

A 70-year-old professional organization serving the medical community and the public was subject to a class-action lawsuit charging it did not safeguard constituents' personal information. The organization engaged our help with crisis communications strategy and reputation management.



APPROACH

After working with the CEO and the board's executive committee to fully understand the situation and concerns, we defined a media strategy and actionable plans to rebuild the organization's reputation. Our team developed a compelling narrative targeting key stakeholders and mapped out a plan to convey messages through various communication channels that included a targeted campaign.



OUTCOME

- Improved relationships and built trust with constituencies to retain their customer base.
- Helped rebuild and reinforce the organization's competence and mission.