



WHO WE ARE

Jennifer Bright founded Momentum Health Strategies to be a catalyst for change in a health care system that consumes nearly one-fifth of the national gross domestic product, yet often fails to provide effective, safe, and equitable health care in return. Today, Momentum Health Strategies is a partnership of independent experts who draw from their broad frontline experience in patient- and provider- non-profits and in the medical device and pharmaceutical sectors. Together, we advocate for forward-thinking health care policy, empower patients and their families, improve speed-to-market processes, and leverage the strength of partnerships.

WHAT WE DO

Our ultimate goal is to transform the health of patients and the health care system. We partner with diverse non-profit and corporate stakeholders to optimize business strategy and product development, influence policy, and create self-sustaining solutions for organizations that share our view and mission.

Momentum Health Strategies makes your goals our priority. Our personal relationship with each client ensures your access to seasoned expertise in areas ranging from strategic planning, systems design and product development to education, training, and policy analysis.

We understand that sustainable change requires a shift in perspective and the willingness to consider every possible option. In a health care culture that can sometimes feel impersonal, we prioritize personal attention and quality service, for every client, every time.

“Jennifer is incredibly straightforward, honest, inspiring, and refreshing, and her deep knowledge and understanding of the evolving nature of health care, future trends, and stakeholders was invaluable for me.”

“When you work with Momentum Health Strategies, you’re going to get diligence and conscientiousness about meeting deadlines and ensuring quality.”

“Jennifer is the kind of strategic partner every organization needs—willing to tell it like it is and enormously credible. She’s passionate and authentic, and it comes through in her work.”

LET’S TALK

Jennifer Bright, 703.628.0534

Jennifer@momentumhealthstrategies.com



WANT TO KNOW MORE?

“Improving the patient experience” may be a common goal for us and our clients, but the strategies and paths for achieving it vary. The Momentum Health Strategies team offers expertise in the following areas:

Strategic Planning, Business Management, and Organizational Development

- Environmental scans/situation assessments
- Market segmentation/targeting
- Brand positioning
- Message development and marketing communications
- Strategic issue analysis and advisory consultation
- Facilitated definition of strategic objectives
- Gap assessments
- Creation of cross functional strategies, goals, and metrics
- Creation of leadership forums
- Cost/benefit and ROI analysis and recommendations
- Action planning for organizational change management
- Business development and fundraising for non-profits

Policy and Issue Management

- Policy environmental scans and recommendations
- Issue research; white paper and issue brief development
- Model language and toolkits for advocacy initiatives
- Presentations and educational briefings
- State coalition and partnership development
- Policy focused training for client constituents.

Program Development

- Coalition development and management
- Strategic program development and management
- Education program content development and implementation management
- Development of and execution support for programs and projects
- Meeting development and facilitation.

Project Management

- Business improvement strategies and best practices
- Development of and execution support for programs and projects
- Stakeholder management and risk planning efficiency
- Action plans and reporting systems development
- Converting processes into requirements for automation and reporting
- Facilitation of Kaizen / rapid process improvement projects
- Mapping critical path and “crashing timelines”
- Training documentation and support

FEATURED CLIENTS

LET'S TALK

Jennifer Bright, 703.628.0534

Jennifer@momentumhealthstrategies.com

