



Launch Announcement

Plan B Communications, LLC, an executive recruiting/consulting practice, has been selected by Revive Public Relations, LLC, a public relations firm focused on Health Services and Healthy Living practice areas, to partner exclusively to fill three critical roles as the firm addresses significant growth plans for 2010 and beyond.

Santa Barbara-based Revive was founded on September 1, 2009 by two highly-experienced executives from a top 20 PR/PA firm. Revive begins life with a strong, nationwide client base in the healthcare industry — including hospitals, health systems, physician organizations, and specialty providers across the country. Providing clients all across the country with branding, direct marketing, PR, issues management, social media, grassroots, public affairs, and crisis communication support, Revive delivers honest advice, strategic insight, and flawless execution, proudly translating complexity into simplicity. As a natural extension of Revive's highly successful, national Healthcare Practice, the Healthy Living Practice will capitalize on the growing commitment to healthier lifestyles. Expanding its client footprint into Healthy Living – the non-medical side of health care including wellness, prevention, fitness, exercise and healthy lifestyle products and services – the core concept is to work with clients who keep people well or make people well.

Plan B Communications, LLC is a boutique executive recruiting practice focusing, primarily, on Communications and Marketing search. Industry agnostic, Plan B's principal is a talent acquisition expert known for providing intuitive and thorough executive recruiting and consulting services across all communications functions. Plan B will develop a profound understanding of client needs and candidate strengths while always being mindful of the implications of industry change on the search process. Focusing on client culture, Plan B encourages out-of-the-box thinking on the part of the client so that a candidate's intangible qualities and diverse experiences are considered.

The three searches that Plan B is conducting are:

Practice Leader, Health Services: Revive is seeking a healthcare industry strategist with an entrepreneurial mindset to lead the practice as the current Practice Leader assumes a firm-wide management role. The ideal candidate possesses a minimum of 15 years of experience in the provider world: hospitals and health systems; physician organizations and specialty providers, ASCs and LTACs; healthcare IT companies; disease management organizations; PBMs; and other healthcare organizations.

Practice Leader, Healthy Living: The Practice Leader will guide teams responsible for the gamut of healthy living activities that include: designing education and outreach programs that encourage healthier families and communities; helping corporations and organizations launch and promote products, events, and services; and, work with corporate clients to develop wellness assessments and design programs that encourage healthier employees. The ideal candidate possesses a minimum of 15 years of experience in consumer media relations and branding, marketing communications, coalition building, direct marketing, business and trade media relations, and social media expertise.

Manager/Director, Health Services: With seven to twelve years of experience, the professional in this role will be the primary client contact for week-to-week activities, sifting through complex issues in a highly regulated, political environment where he/she will manage campaigns, direct and mentor staff, among other responsibilities. The new Manager/Director will be proficient in business development and be a key contact for client-related media relations issues.

To be considered for any of these roles, recent and relevant public relations or public affairs agency experience is a must. Specific practice experience is essential. All positions require relocation to the Santa Barbara area. Please forward resumes to Susan San Martin at susan@planbcomms.com. For more information, go to www.planbcomms.com. A detailed position description will be provided upon receipt of appropriate candidate resumes.