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D.C. PR veterans unite to launch integrated healthcare communications agency with a bipartisan perspective – CURA Strategies

Washington, D.C., February 11, 2016 – Veteran D.C. communications executives Anne Woodbury and Jeff Valliere have joined forces to launch CURA Strategies – an integrated strategic communications agency exclusively focused on healthcare and wellness.

“We have an agency trifecta – we focus exclusively on healthcare and wellness, bring unmatched public affairs expertise, and we offer a full suite of integrated communications services,” said Anne Woodbury, co-founder of CURA. “No integrated healthcare agency has our depth of knowledge in shaping government decision-making and reaching their influencers. That’s what sets CURA apart.”

CURA – Latin for care, concern, and attention to others – exemplifies the company’s mission to take exceptional care of clients so they can transform the healthcare system and improve lives. From advancing healthcare policies that meet the needs of patients to crafting compelling corporate messages, CURA offers a full spectrum of services to help clients across the healthcare industry make a positive impact on people’s lives.

“One of our greatest strengths at CURA is the diversity of our experience,” said Jeff Valliere, co-founder of CURA. “Our team has the breadth of knowledge and capabilities it takes to help clients achieve their strategic goals, whether they are a non-profit or a Fortune 500 company.”

Prior to co-founding CURA, Woodbury established the D.C. office of healthcare communications agency, TogoRun, where she served as managing director and senior partner for six years. She was chosen for the role after serving in the healthcare practice of sister company FleishmanHillard, where she oversaw an array of clients from scientific associations to global medical device companies. Woodbury also spent 12 years working with former Speaker Newt Gingrich on Capitol Hill, at the American Enterprise Institute and the Gingrich Group, and as a founding leader of the Center for Health Transformation, a diverse coalition dedicated to advancing market-based, patient-centered health reform. Woodbury also co-authored a book with Gingrich titled “Saving Lives and Saving Money: Transforming Health and Healthcare.”

Prior to CURA, Valliere spent six years as a managing partner at Threespot, one of the nation’s leading digital strategy firms, where he led integrated communications initiatives for a diverse set of clients, including healthcare-related non-profit organizations and trade associations. Prior to Threespot, Valliere spent a decade at GMMB working in the cause

and issue space. Valliere's political experience includes stints at the Democratic National Committee, Democratic Governors' Association, and the communications office of Minority Leader Nancy Pelosi. Valliere currently serves as an advisor to former Congressman Patrick J. Kennedy (D-RI) and the Kennedy Forum on mental health advocacy.

About CURA Strategies

CURA Strategies is an integrated strategic communications agency focused on healthcare and wellness. The agency specializes in public affairs, corporate communications, product promotion, cause marketing and issues management for clients spanning the healthcare industry, including non-profits, government agencies, providers, purchasers, health tech and pharmaceutical companies.