



Reservoir State Impact

At Reservoir, we believe all health care is local. Our state advocacy and local campaign strategy combine strong relationships with stakeholders across the health care spectrum with evidence-based audience insights and digital activation. We use proven expertise to mobilize, empower, and connect local champions to the policies that matter most.

We design and manage public affairs campaigns that link national priorities to community-level action. We meet audiences where they are: from kitchen table conversations to legislative hearings.

WHY RESERVOIR

Dual Advantage

We bridge national influence with local credibility — ensuring advocacy not only resonates in states and communities but also aligns with the broader federal currents that steer state-level decisions.



At Reservoir, we don't just follow health care trends — we anticipate them. With a sharp understanding of policy shifts, systemic challenges, and on-the-ground realities, we craft bold, customized strategies that move the needle — whether on Main Street or Capitol Hill.

Digital Foresight

We harness digital intelligence to anticipate and shape policy momentum — using data, sentiment mapping, and precision engagement to position state campaigns ahead of emerging narratives and shifting power dynamics.



Reservoir's Health PRISM goes deeper than standard voter profiles, enabling optimized targeting for advocacy and activation. We uncover the messages and issues that matter most, connecting communities to policymakers through precise policy influence mapping.

Customized Impact

We elevate the right voices in the right places — rejecting one-size-fits-all approaches in favor of tailored strategies that maximize resonance and impact.



Reservoir's roots in the health care world run deep — built on trust, credibility, and a decade of engagement across the full spectrum of stakeholders. From patient advocates and frontline workers to employers, unions and industry leaders, what's at stake.

OUR APPROACH

To turn tailored insights into impact, and strategy into results – at the local, state, and national level – by:

01 Shaping the Narrative

02 Mobilizing the Right Voices

03 Elevating the Issue

Shaping the Narrative

- Conduct dynamic messaging research to identify narratives that effectively mobilize priority voter segments and influence policymakers
- Develop high-impact, data-informed content and resources that resonate with decision-makers

Mobilizing the Right Voices

- Leverage audience data and predictive modeling to identify, recruit, and activate trusted messengers with influence over policymakers
- Engage long-standing allies and stakeholders as credible validators to amplify messages across advocacy, media, and legislative channels

Elevating the Issue

- Build awareness and urgency through coordinated stakeholder education and aligned messaging strategies
- Amplify stakeholder voices via social platforms, and earned and paid media
- Host events spotlighting local voices and leaders
- Position local messengers to engage policymakers directly at community events, public forums, and campaign appearances

OUR EXPERIENCE

Reservoir has been on the frontlines of leading state and local efforts that have shifted the trajectory of the debate and action around key health care issues. Our team has:



Partnered with employers across **key states to elevate concerns** about rising health care costs tied to federal programs—helping to translate complex pricing dynamics into clear, credible advocacy that resonated with policymakers and the media.



Supported a multi-state effort to protect consumers from surprise medical bills by **amplifying patient and employer stories**, aligning constituents, and keeping it top of mind for policymakers to prioritize transparency and accountability in implementation.



Worked alongside key clinical and patient stakeholders to protect funding for essential lab testing, **making the case to policymakers through real-world impact**, coalition voices, and sustained constituent engagement on the value of diagnostics.

CONTACTS

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