

# Hannah Ratner

versatile writer, editor, and communications professional

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Note: Collateral is linked to accompanying images

# Internal & Client Blogs

Whether they're looking for a 400-word event promo, thoroughly-researched educational piece, or a marketing lead-driver, my clients know that I have the research, writing, editing, and interviewing chops to turn out great content.



American Heart Month Blog  
Lark Health



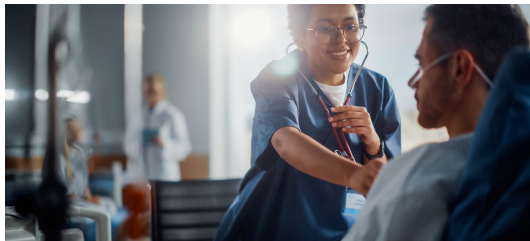
RSV and Flu Vaccination  
Carenet Health



Medicaid Redetermination  
Carenet Health



Healthcare Content Strategy  
Matter Communications



National Nurses Month  
symplr



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"A good rule breaker is someone who articulates the right questions ... history shows us that real innovation comes from people who pose the best questions."

Malcolm Gladwell  
Bestselling Author

Event/Keynote Recap  
League

# Bylined Articles

I've ghost-written articles for clients in the healthcare space on topics ranging from nursing burnout to artificial intelligence, earning publication in high-profile news outlets. Here are just a handful of the many articles I've written! (links embedded)



Article published in *Newsweek* on healthcare's supply and demand crisis



Piece for *MedCity News* on the incredible impact of nurses and how technology can make their jobs easier



Article published in *Forbes* on the role ChatGPT and generative AI will play in healthcare



For *Health Data Management*: Why Breaking Language Barriers is Key to Achieving Health Equity



Article for *Electronic Health Reporter* on the benefit of digital health platforms during a pandemic



For *Medical Economics*: Solving Healthcare's Financial Burden Amid Economic Uncertainty

# Survey Report: symplr



- Conducted survey of 200+ healthcare executives from ideation to survey execution, data analysis, and report writing
- Drafted comprehensive survey report that became a key piece of collateral for the client and was picked up in several pieces of earned coverage

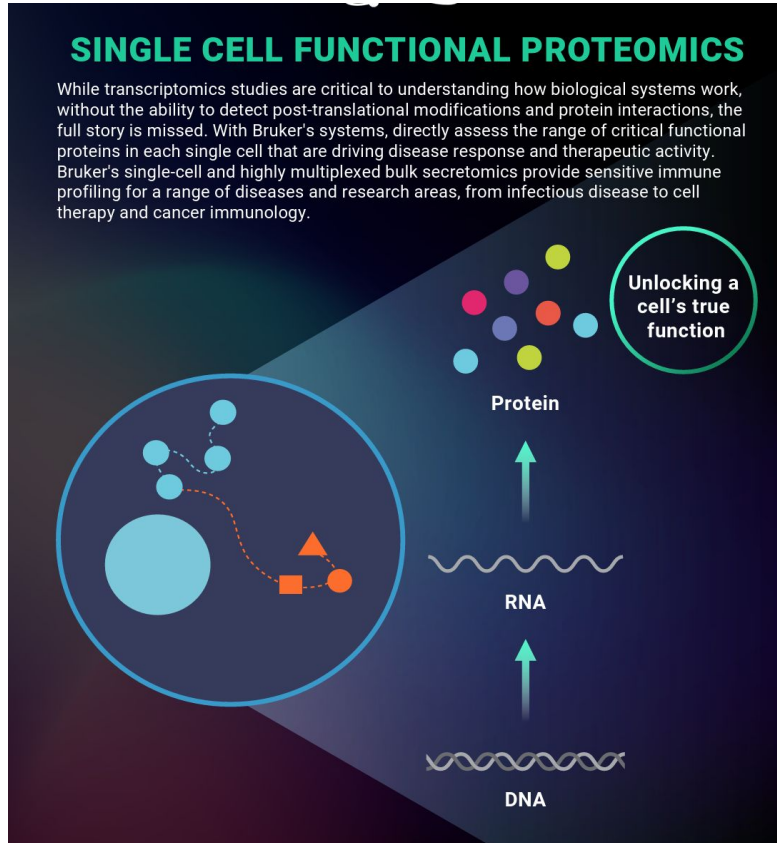
# eBook: Asensus Surgical



Harnessing the Benefits of  
Minimally Invasive Robotic  
Surgery for Pediatric and  
Adult Patients

- Interviewed executives to learn about minimally invasive robotic surgery and condense technical information
- Drafted eBook sharing the benefits of the Asensus surgical robotics system for pediatric and adult populations

# eBook: Bruker Cell Analysis



- Condensed and explained technical research studies and information related to cancer and immune cell function
- Wrote copy and created graphic mock-ups



# Web Copy: Truzo

TRUZO 340B BENEFITS

## Truzo is the truth zone for 340B compliance

From getting quality claims data from providers and identifying inappropriate MDRP requests to automating the good faith inquiry process or sending discount payments to covered entities, Truzo streamlines 340B management to ensure program integrity.

## Manage drug discount program overlap in one place

Duplicate discounts happen. Truzo makes addressing them easy.

Trust in Truzo for drug discount management, simplified

### Description:

Kalderos wanted to create a website for Truzo, a product that simplifies drug discount management for pharmaceutical manufacturers and providers. Using Kalderos' brand messaging framework and industry research on the challenges of drug discount management, I wrote copy for 11 web pages. Simple, industry-specific language, alliteration, and a positive, educational tone throughout the copy helped to engage website visitors, drive leads, and establish the new Truzo brand.

# Web Copy: Everise

## Connecting Travelers to the World

### 01. Airlines

Our champions excel at assisting with reservations, upgrades, frequent flyer assistance, ticket exchanges, back-office support, and medical exceptions.

*Example 1: Travel Logistics*

## Scaled Staffing Optimized for Seasonal Changes

We've designed our services around the ability to swiftly ramp up our staff to handle spikes using a mix of flex-shoring and remote working capabilities, ensuring minimal call abandonment rates. We've also tailored a tiered agent seniority structure to match your members' needs, directing complex queries to our seasoned agents.

*Example 2: Insurance Member Management*



# Email Template: Carenet Health

Subject: Is your online scheduling optimal for patient acquisition?

Body:

Hello {{first\_name}},

We try to K.I.S.S. when it comes to online scheduling.

We make it easy:

- for patients to find your clinic through organic search.
- for patients to book an appointment online right within the search engine results.
- to manage your online schedule with EHR integration.
- to acquire new patients online.

We have a lot of interesting data about what patients want from communications with their providers. We also have fantastic case study stats that prove how we solve for that consumer experience. For instance, 40% of patients who book online through InQuicker are new to that practice. That's BIG acquisition!

I'd like to chat about your scheduling strategies and how they are working for your patient acquisition and experience goals.

When is a good time to connect?

Talk soon,

{{Name}}

# LinkedIn and Flyer Copy: Carenet Health

Want to boost STARS ratings? Health plans need to meet members where they are with helpful, timely guidance. Our latest survey uncovered surprising insights to help payers improve how and when they communicate with their members. Download the full report now.

<https://hubs.ly/Q02fTHZ-0>



Download our **free report** to learn more.

## Health Plans' Most Loyal Member Population is a Goldmine for Cost Reduction and Engagement

Did you know that Medicare members are disproportionately loyal to their health insurance providers, compared to their commercial and Medicaid counterparts?

According to research by Carenet Health and KFF:

- 91% of Medicare respondents said they were very or moderately loyal to their health insurance company, compared to 81% of Medicaid respondents and 72% of respondents with commercial insurance.<sup>1</sup>
- While Medicare members are loyal, they also have a lot of choice: the average Medicare beneficiary has access to 43 Medicare Advantage plans in 2024.<sup>2</sup>

While Medicare members report positive perceptions of their health insurance companies and customer service experiences, we've identified weak spots that health plans must capitalize on to maintain their member loyalty, reduce costs, and improve engagement:

- Nearly **1/3 of Medicare members** said they did not receive regular correspondence from their insurance company
- **86%** said that using technology to manage their health was important to them, but only **16%** said they had used their health plan's on-demand digital healthcare benefits.

The takeaway? Medicare providers are missing out on a key opportunity to engage Medicare members and educate them on tools available to them that will drive improved STARS ratings and reduce costs. According to a 2023 Deloitte analysis<sup>3</sup>, leaning on virtual health is one of the top actions Medicare Advantage plans can take to achieve scale and increase profitability in the coming years.

### Where Medicare Plans Shine

1. **Medicare Members Feel the Love:** 79% felt that their health insurance company cared about their health and wellbeing
2. **Trusted Partners:** 84% said they had an excellent or good level of trust in their health insurance company
3. **Ring in Excellence:** 80% said their insurance

### Paths to Activation

1. **Out of the Loop:** 31% of Medicare respondents said they did not receive regular correspondence from their insurance company
2. **Tap into Savings:** Only 16% said they had used their health plan's on-demand digital healthcare benefits

Full copy linked

# Ad Copy: Isoplexis



# Webinar: RLDatix

## Improving Patient and Healthcare Worker Safety with Artificial Intelligence

*Tim McDonald, MD, JD, Chief Patient Safety and Risk Officer, RLDatix  
Raj Ratwani, PhD, MPH, Vice President of Scientific Affairs, MedStar Health  
Research Institute*



American College of  
Healthcare Executives  
*for leaders who care®*

- Interviewed webinar speakers and conducted individual research to script hour-long webinar that garnered 750 attendees
- Provided creative direction for deck design

# CEO presentation: RLDatix



- Led research, outlining, and scripting for a live presentation given by the client's CEO and a health system Chief Revenue Officer
- Provided creative direction and project management for design agency