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2024 media kit

[knbcomm.com](http://knbcomm.com)

# About KNB Communications

## Healthcare's premier PR + marketing ally

In the labyrinthine landscape of healthcare, there's a need for a trusted guide—enter KNB Communications. As a full-service PR, marketing, and content-creation firm established in 1998, KNB's dedication to the healthcare industry is unparalleled. Their journey spanning over a quarter century is enriched with passion, innovation, and a team that embodies expertise.

### Who we are

KNB Communications is the most knowledgeable, experienced boutique healthcare marketing and PR agency.

Our multi-award-winning full-service healthcare firm focuses on creating brand visibility, building thought leadership, and generating business for our valued healthcare clients via custom, metrics-driven programs.

### Let's talk



290 Harbor Dr.  
Stamford, CT 06902



hello@knbcomm.com



knbcomm.com



203.504.8230

Let's connect  



## No 'B' team at KNB

Every individual at KNB is a seasoned professional, exemplifying top-tier expertise in every endeavor. The firm takes pride in ensuring that when clients partner with them, compromise is not in the vocabulary.

## Experience speaks volumes

With an exclusive focus on the healthcare sector for over two decades, KNB has honed its skills and deepened its understanding. Its legacy stands as a testament to resilience and adaptability in the evolving healthcare landscape. Each strategy, content piece, or campaign is crafted by industry veterans, ensuring unmatched quality.



## Specialization is key

KNB's commitment to healthcare transcends basic industry knowledge. They delve into the intricacies of the complex healthcare environment, curating niche content that resonates. In pursuit of the perfect synergy, KNB's teams are meticulously tailored to align with each client's unique needs.

## Strategic insights for lasting impact

In the world of healthcare communications, innovation is the currency. KNB's approaches, imbued with creativity, ensure brands make their mark. Strategies are more than just words; they are data-backed promises, guiding towards measurable success and continual refinement.



In the healthcare communications arena, KNB emerges not merely as a service provider but as a strategic collaborator. Ready for them to navigate, amplify, and champion your brand's narrative? With [KNB Communications](#), clients aren't just in reliable hands; they're in expert ones.



# Our capabilities



## Public relations

- Focus on earned media
- Media training
- Thought leadership



## Marketing + lead gen

- Campaign concepts
- Full-stack execution
- Lead generation



## Strategy + consultation

- Marketing plans
- PR strategy
- Crisis communications



## Content + writing

- Long-form content
- Short-form content
- Graphic design



## Branding + positioning

- Branding identity
- Messaging
- Brand books + style guides



## Professional video

- Conceptualizing
- Scripts + storyboarding
- Variety of styles



## Web design + development

- Website design
- Website development
- Landing pages + microsites



## Conferences + events

- Presence strategy
- Booth draws
- Booth design



# Award-winning recognition

Muse Creative Awards

Health IT Marketing Community Awards

Global Health & Pharma Awards



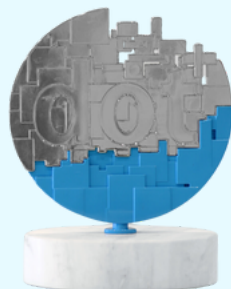
Healthcare Business Review

The Netty Awards

Hermes Creative Awards

The NyX Marcom Awards

eHealthcare Leadership Awards



The Viddy Awards

The dotCOMM Awards

Stevies Awards



## Chintan Shah

### President + Managing Partner

Chintan Shah is the President and Managing Partner of KNB Communications. Chintan Shah is a seasoned professional in sales, marketing, and communications, driven by a deep passion for applying technology and innovation, primarily within healthcare. He firmly believes that technology holds the key to improving healthcare. Chintan excels at developing strategic plans for business growth and forming strategic partnerships. He's known for assembling high-performing teams, setting ambitious goals, and achieving exceptional results. His international experience includes working for a Swedish company and collaborating closely with partners in the Netherlands, France, and Germany, enriching his global perspective and market knowledge.



# Meet our team



**Chintan Shah**

President + Managing Partner

Expertise: leadership, business development, management, growth, strategy development



**Beth Cooper**

VP of Marketing + Sales

Expertise: business development, marketing, artificial intelligence



**Amy Roberts**

VP of Communications

Expertise: public relations, media relations, crisis communications



**Gaby Hermes**

Operations Manager

Expertise: HR, employee retention, onboarding, operations



**Laura Hill**

Marketing Manager

Expertise: B2B + B2C marketing strategy, branding + lead generation



**Emily Boland**

Account Director

Expertise: project management, client relations + communications



**Bridget Sarnoff**

Account Director

Expertise: project management, client relations + communications



**Corrie Fisher**

Public Relations Manager

Expertise: media relations, communications strategy, content development



**Jeff Rusack**

Media Relations Manager

Expertise: media relations, storytelling, story development





## Contact us



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## Connect with us



knb-communications



@KNBcomm

## Media contact

Laura Hill

lhill@knbcomm.com

405.892.8200