

ABI INSOLVENCY2020

How to Leverage the Digital Marketing of Your Restructuring Practice in a Virtual World

Learn some tools you can use now,
when creativity & visibility matters

Agenda

Introductions

Maximizing Your Digital Tools

Your website

Your ongoing content

Your presentations

Q&A



Why, hello!

Meet the Glantz Team

Keith Glantz

Founder & President,
Executive Creative Director

Don't get in the
way of his coffee!



- Double Degree from Washington University in Business and Design
- Art Director by trade
- Cut teeth in large Chicago agencies
- Started Glantz Design during 2008 recession
- Grew business first 10 years based on referrals
- Vistage Member since 2015

Anne Weber

COO &
Client Happiness Officer



That's a real
title!



- Mentor from Dartmouth warned against marketing
- 20 years later, still energized by learning new categories
- Worked at agencies, in-house, and her own triple-bottom-line start-up
- Helped grow Glantz 4x in seven-year tenure

Jen Lemerand

Studio Lead &
Creative Director

Known for her
“upside-down” glasses

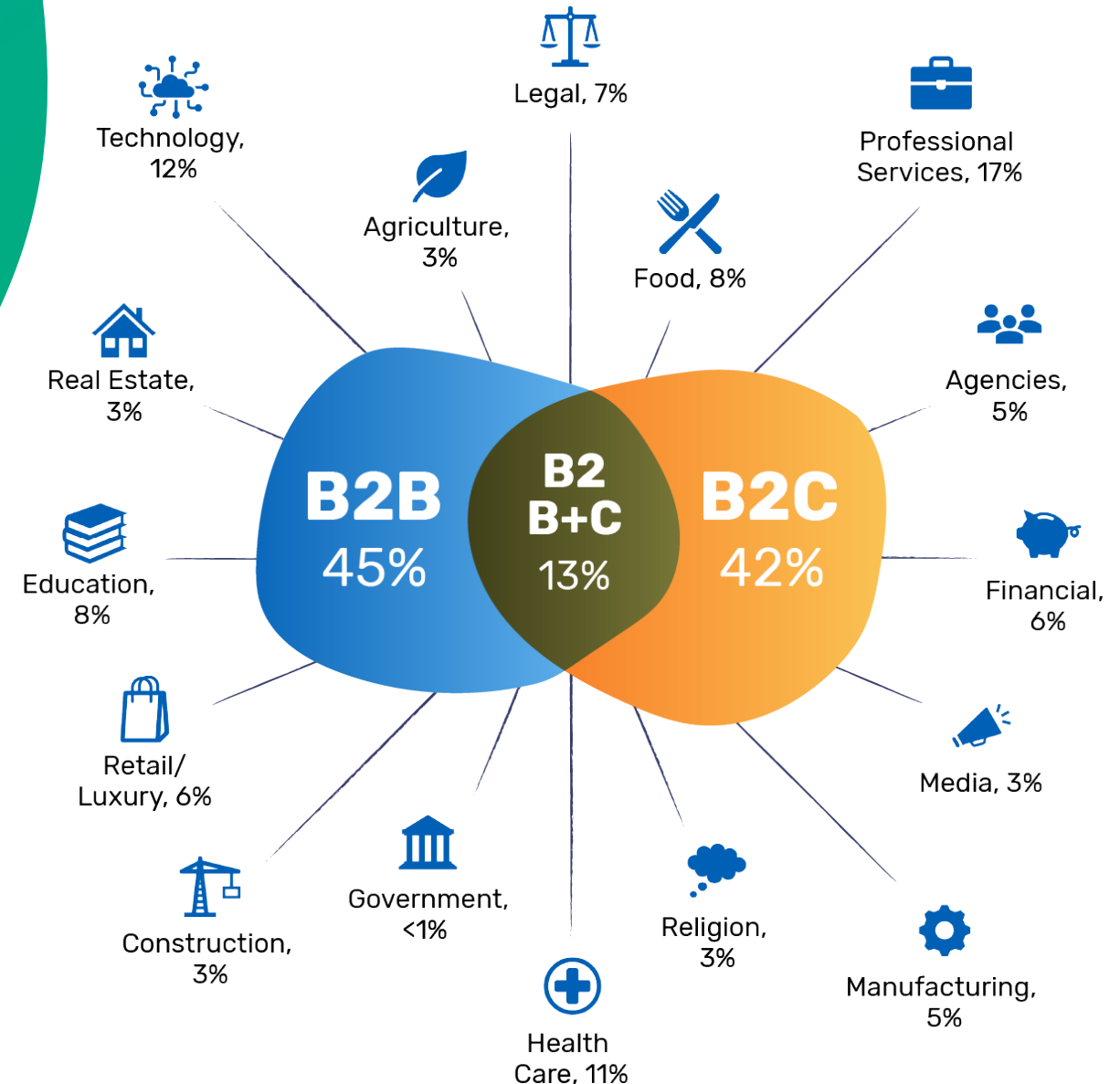


- Design Degree from Eastern Illinois University
- 1st job at IBM before the Dot Com crash
- Started SheSays Chicago to help more women get to & succeed in leadership
- VP of Programming Strategy at AIGA Chicago, bringing the design community together
- Grew User Experience practice at Glantz

Decades of experience across dozens of categories

Why Glantz Design

- ✓ 200+ websites designed and developed
- ✓ Industry agnostic
- ✓ Almost exclusively referral-based growth





Why digital? Why now?

For 10+ years digital marketing has grown exponentially.

**MEASURABLE,
HIGH ROI**



**ALLOWS USERS
CONTROL THEY SEEK**



The illustration features a large, bright orange sun in the center. Three stylized figures are shown working remotely: a person in a blue cap and black shirt sits cross-legged on a light blue platform at the top right, using a laptop; a person with long brown hair sits on a light blue platform at the bottom left, also using a laptop; and a person with long dark hair sits on a green hill at the bottom right, working on a laptop. Various icons are scattered around: a globe, a bar chart, a line graph, a clock, a target, gears, and a speech bubble. The background is a light blue sky with white clouds.

**2020 only amplified this with
the COVID crisis leading to
widespread remote work.**

Maximizing Your Website

Your website should be your
primary tool for validation.

6

Crucial steps to
consider...

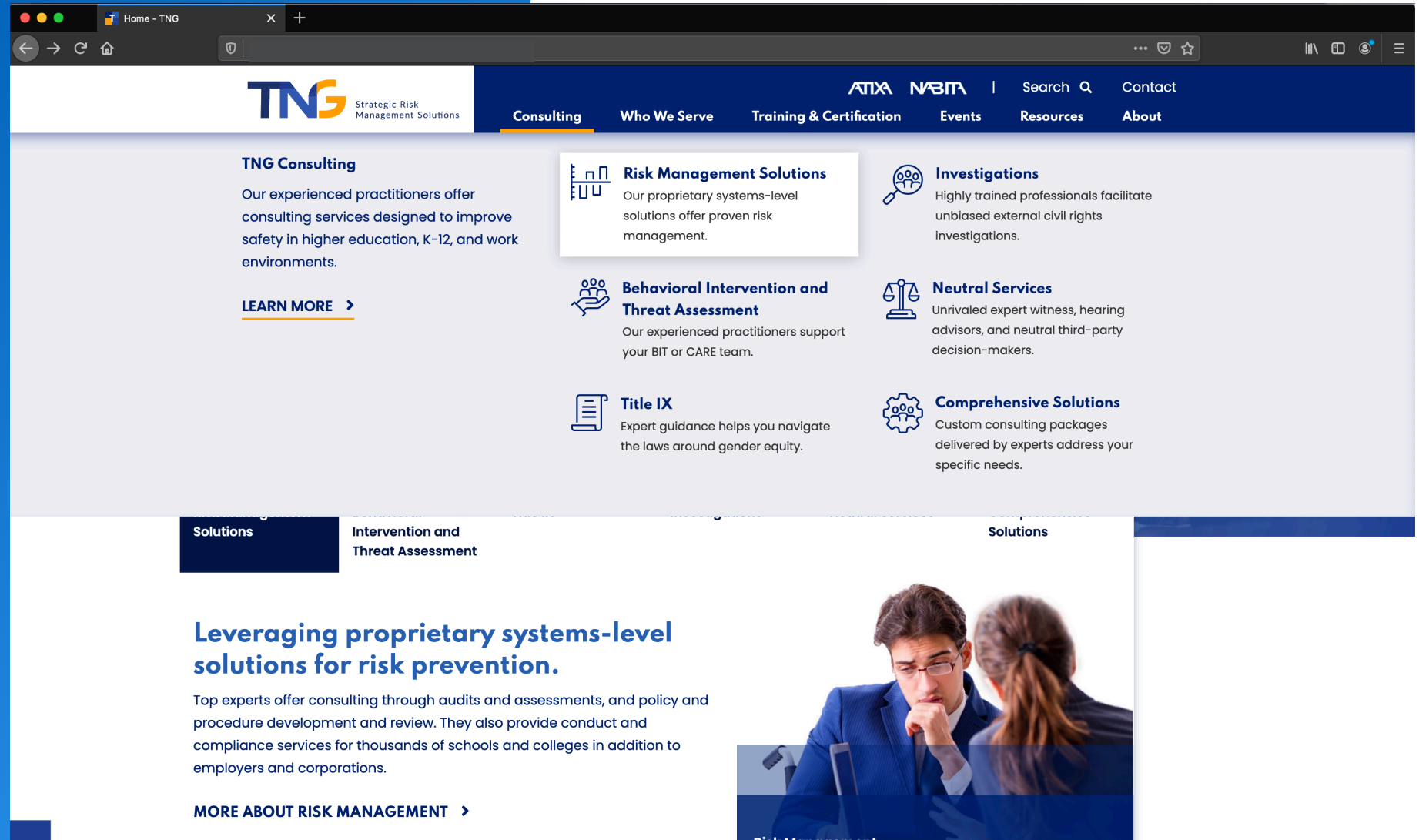
Attract prospects to your core competencies.

- ✓ Visitors want to know what it is you do and see you're good at it
- ✓ Start with your services



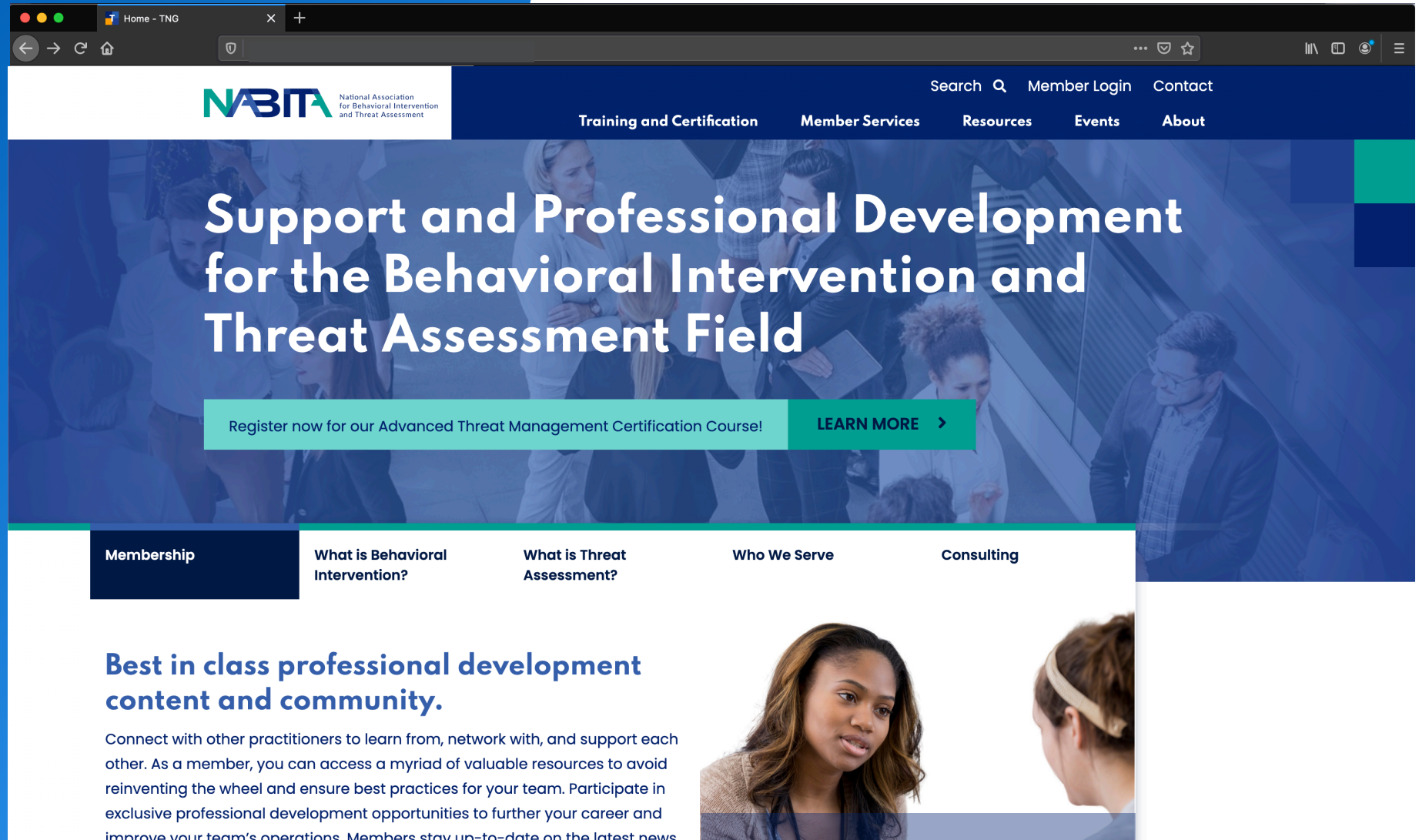
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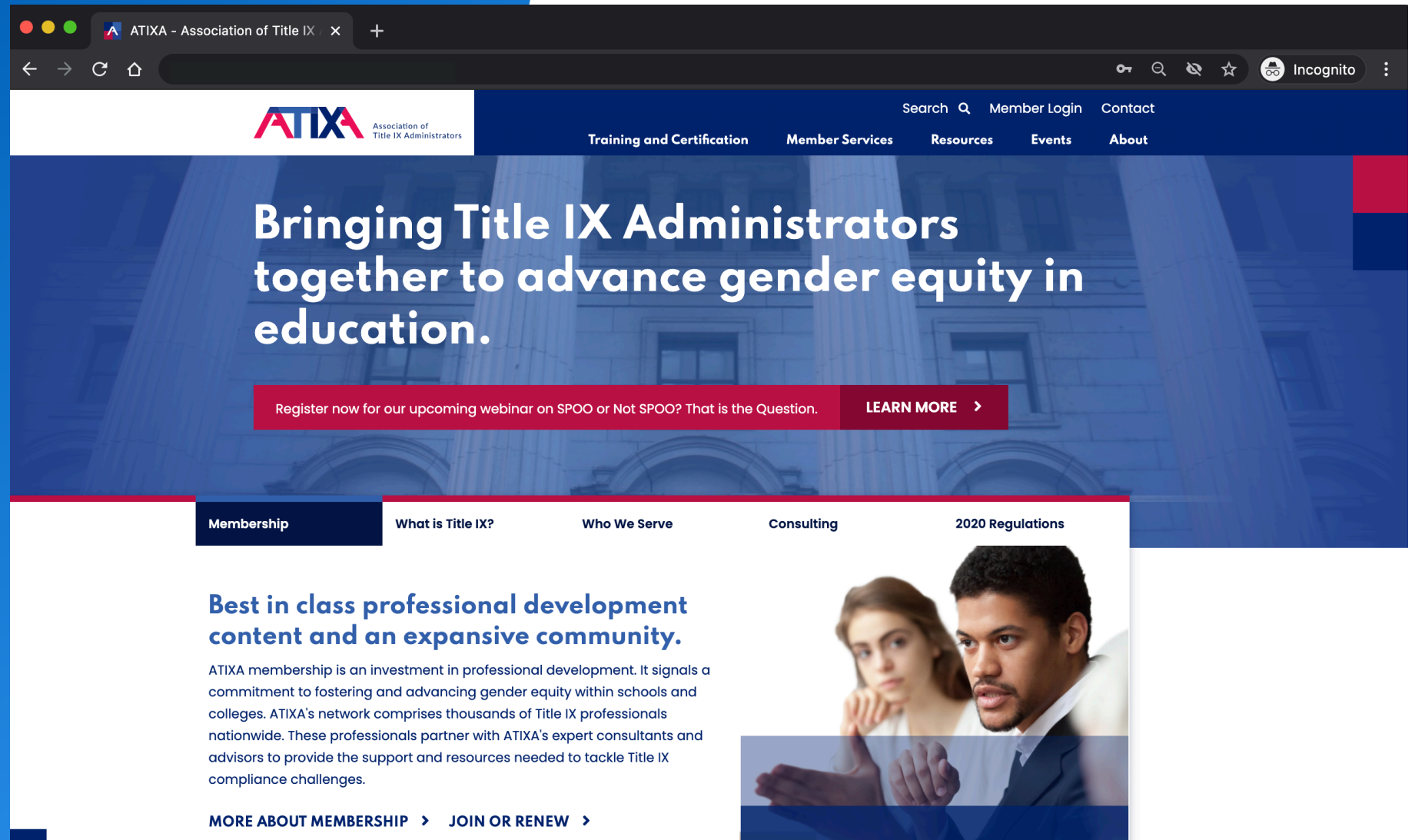
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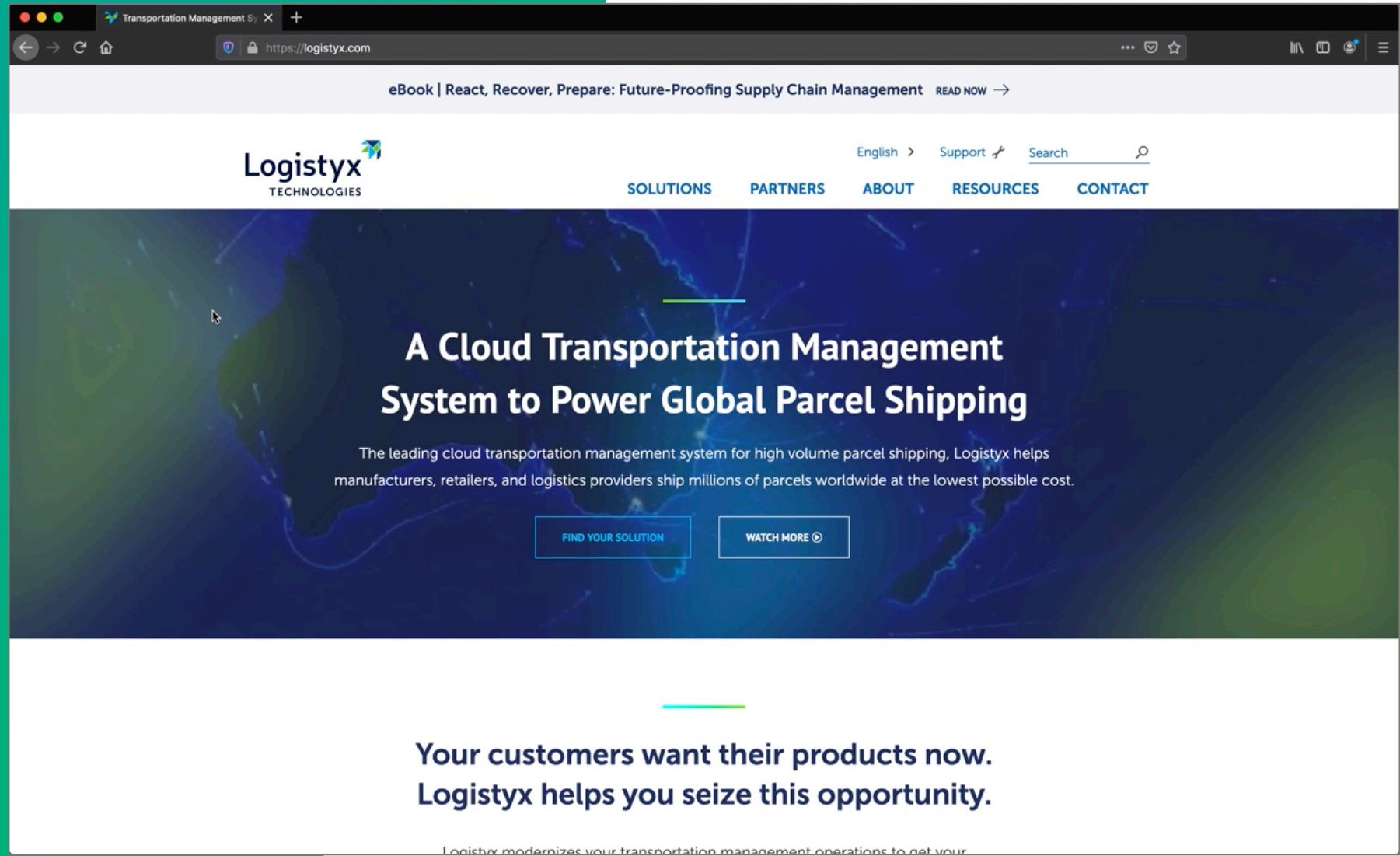
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Demonstrate your expertise & thought-leadership.

- ✓ How can you impress?
- ✓ How can you validate?

logistyx.com

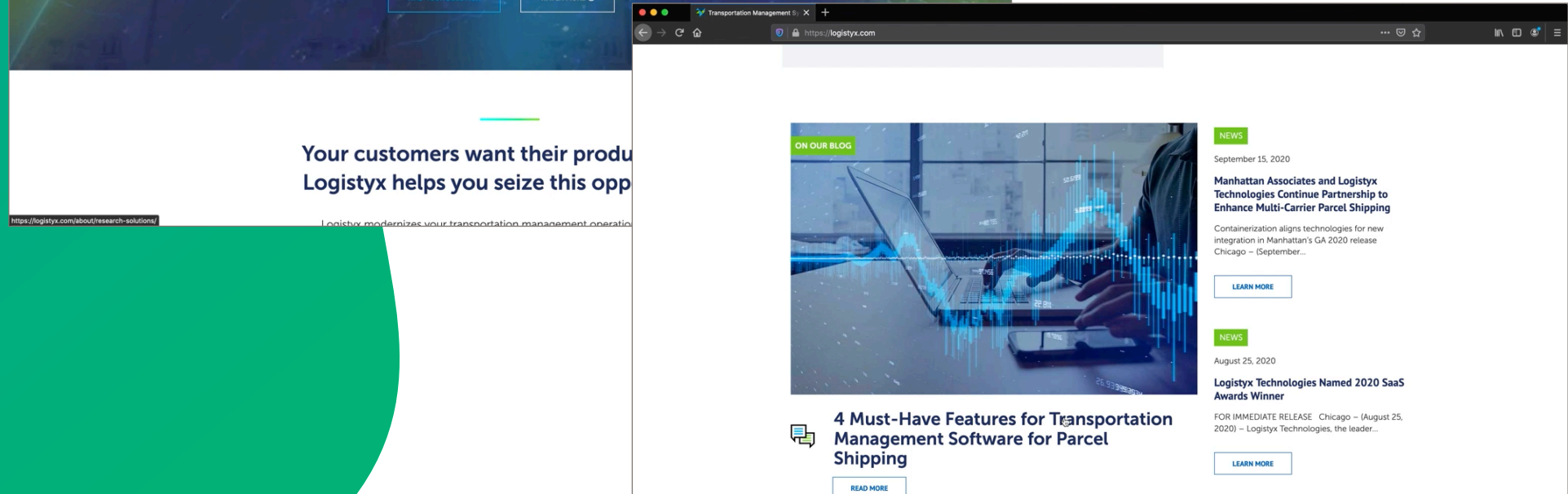
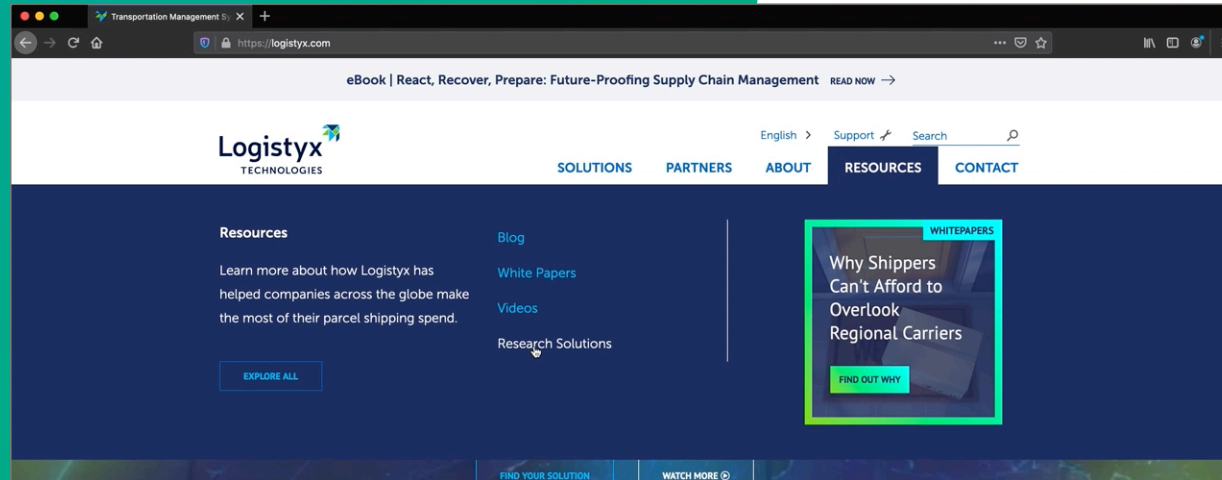


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logistyx.com

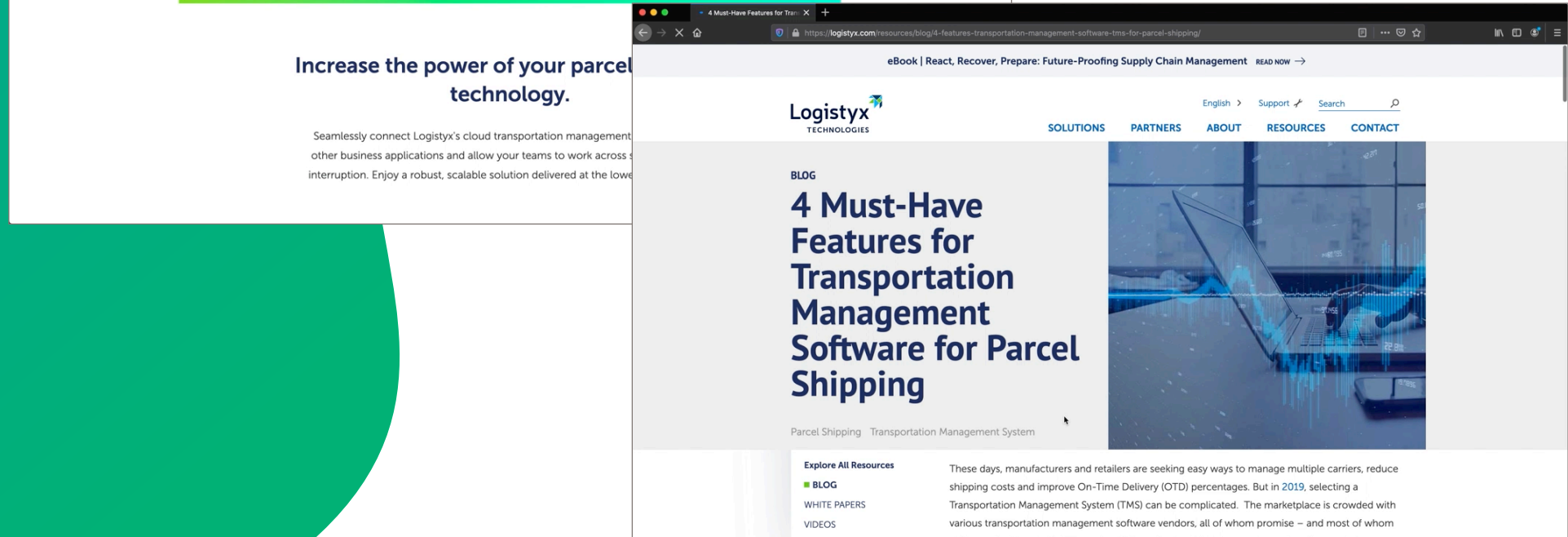
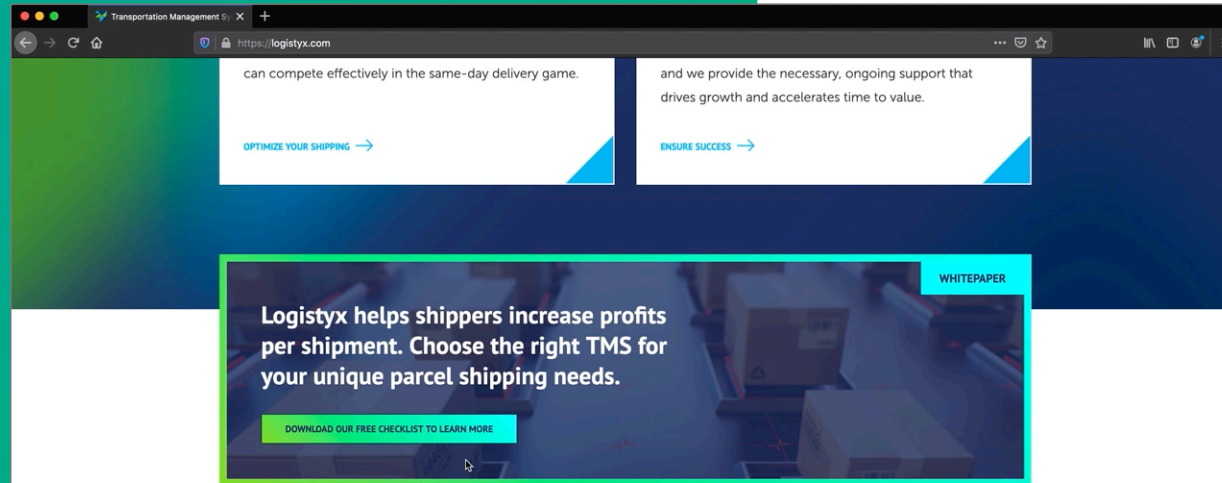
Maximize Your Website #2



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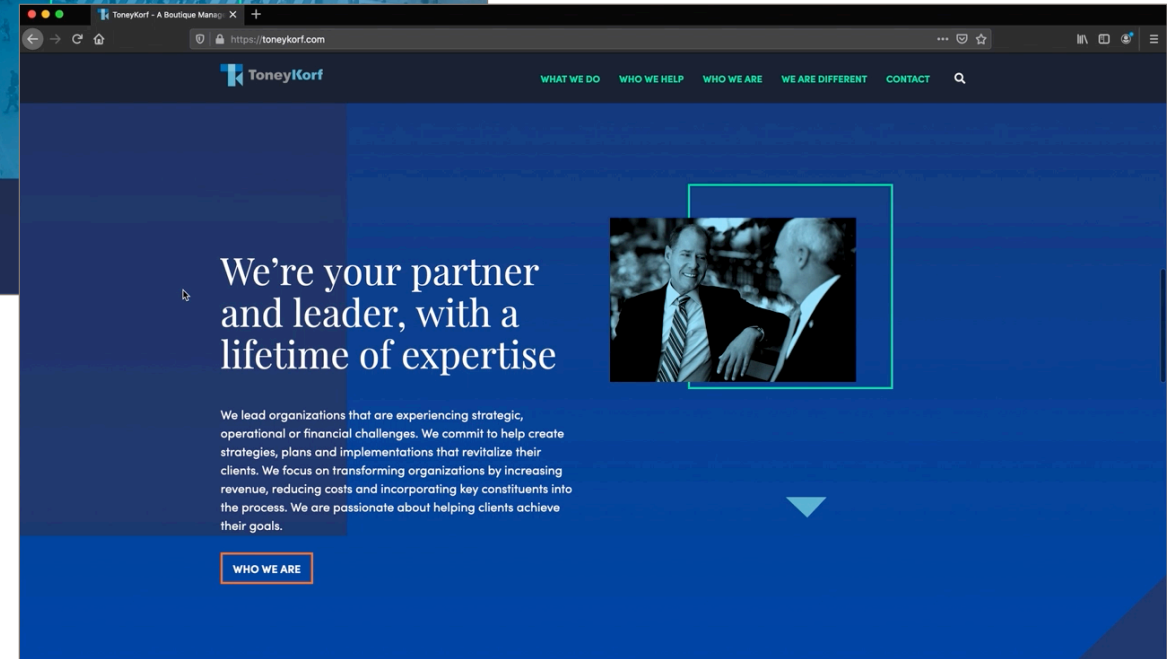
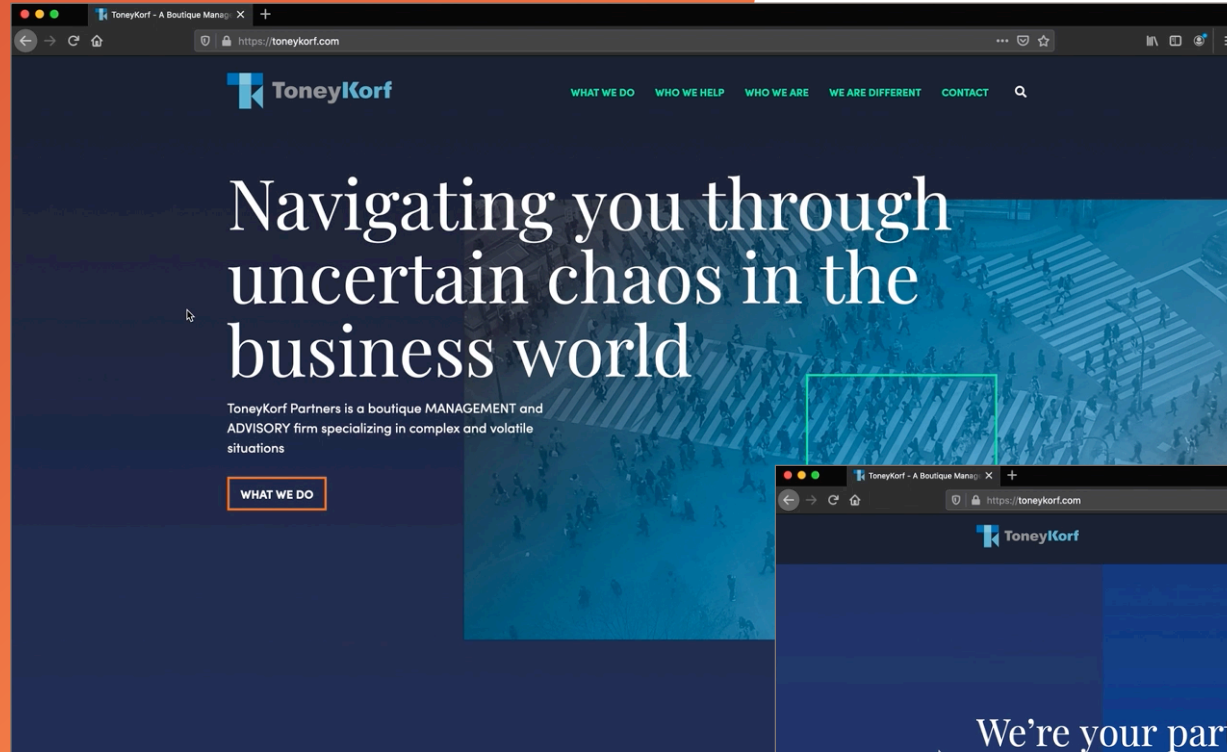
logistyx.com



Optimize for short attention spans & searches.

- ✓ Short snippets of content
- ✓ Easily scanned and digested

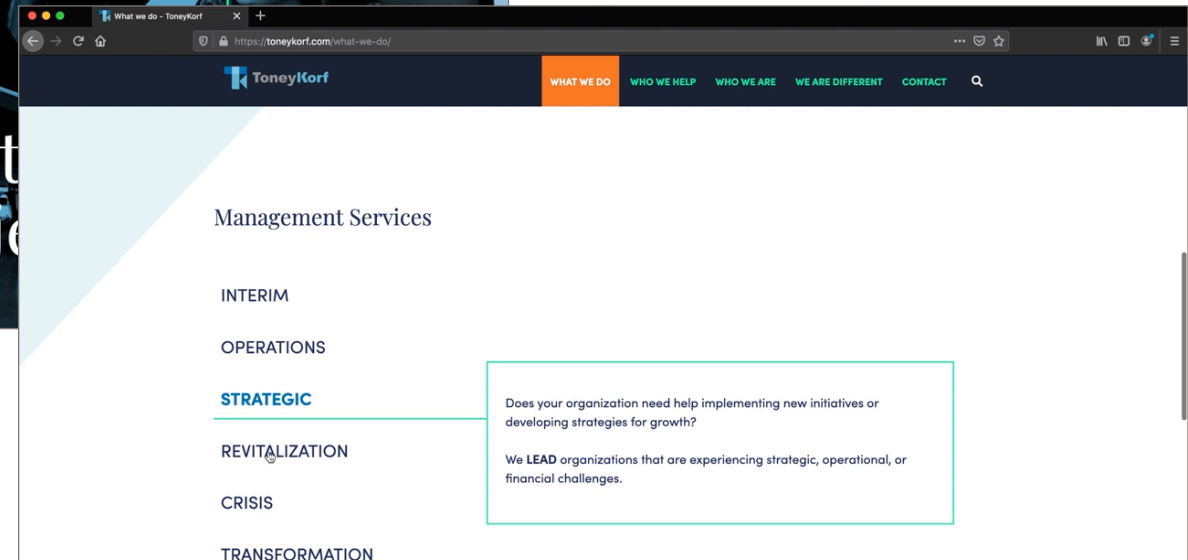
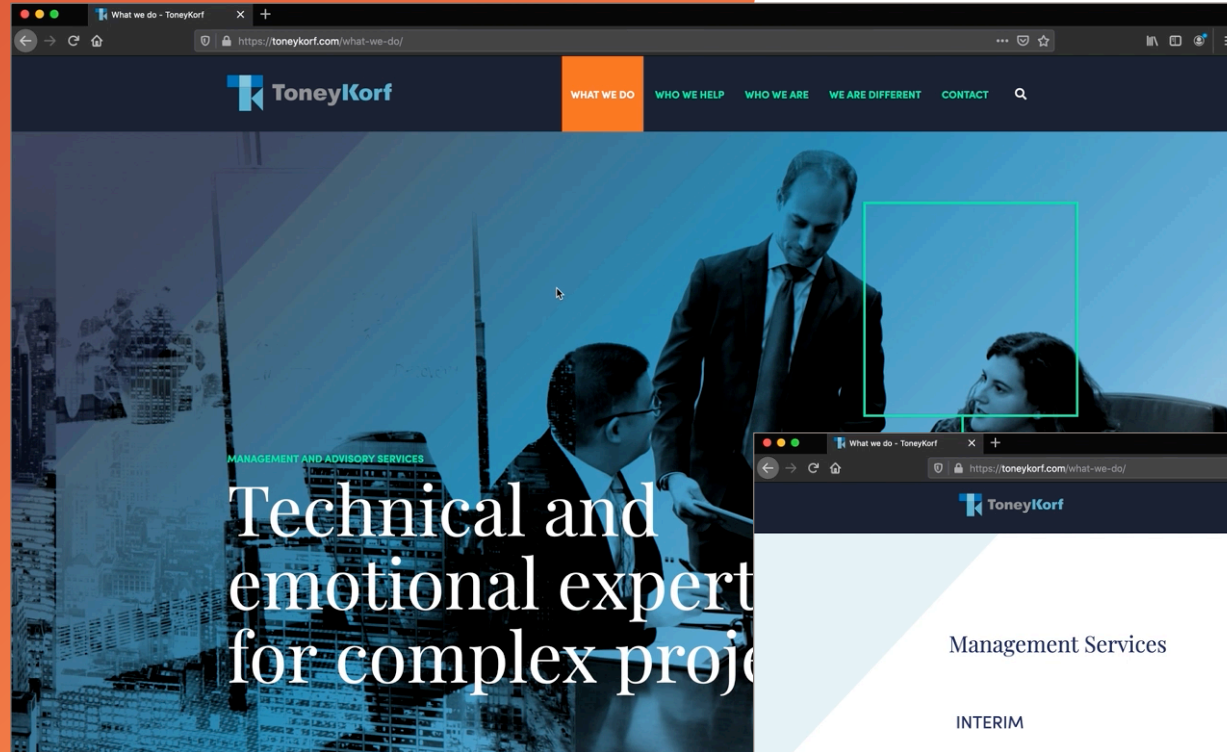
toneykorf.com



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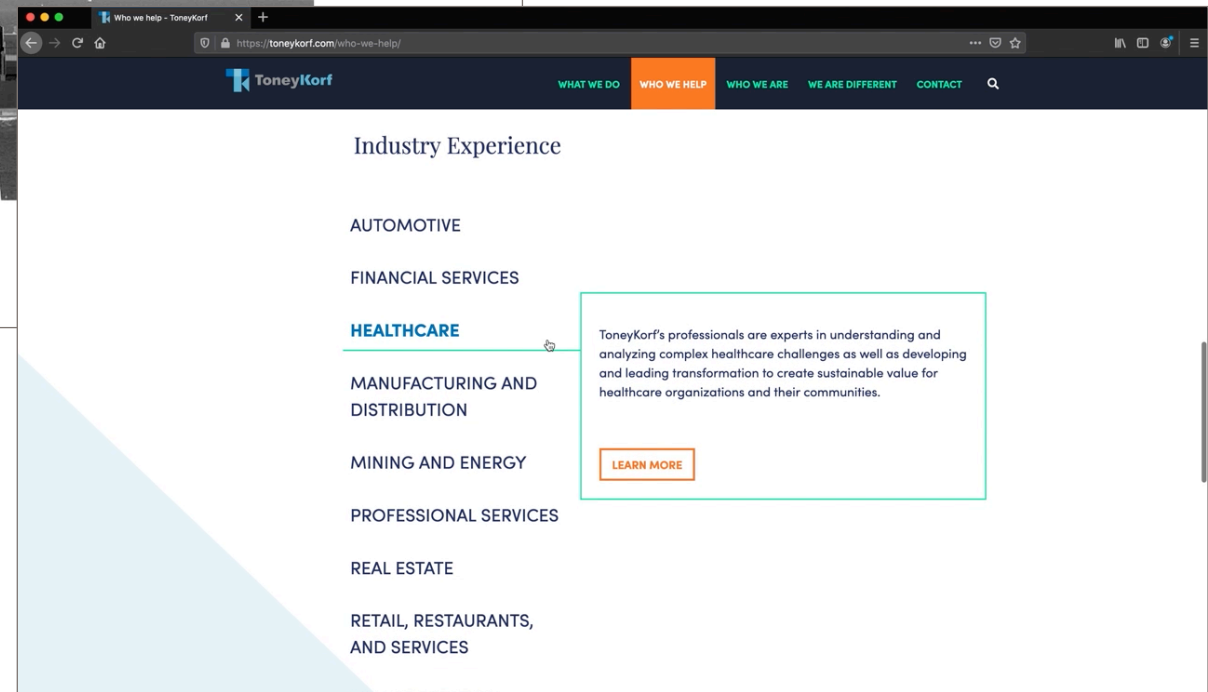
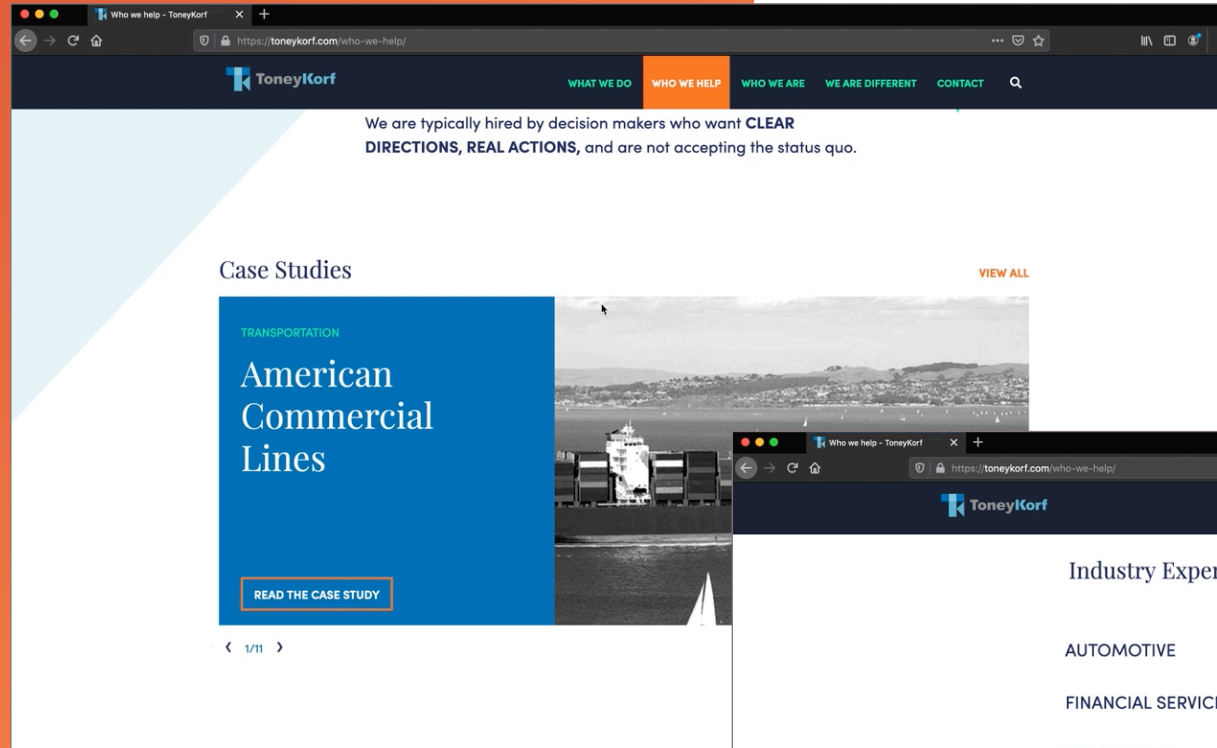
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toneykorf.com



How has this worked for ToneyKorf?

- ✓ Clear proposition
- ✓ Easy to understand copy

“Our audience has a much better understanding of what we do and what makes us different thanks to the new website”

—**JAMY HOUCK**

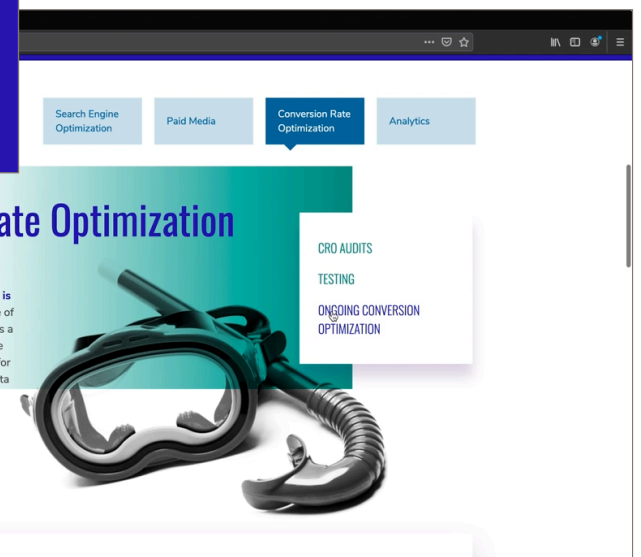
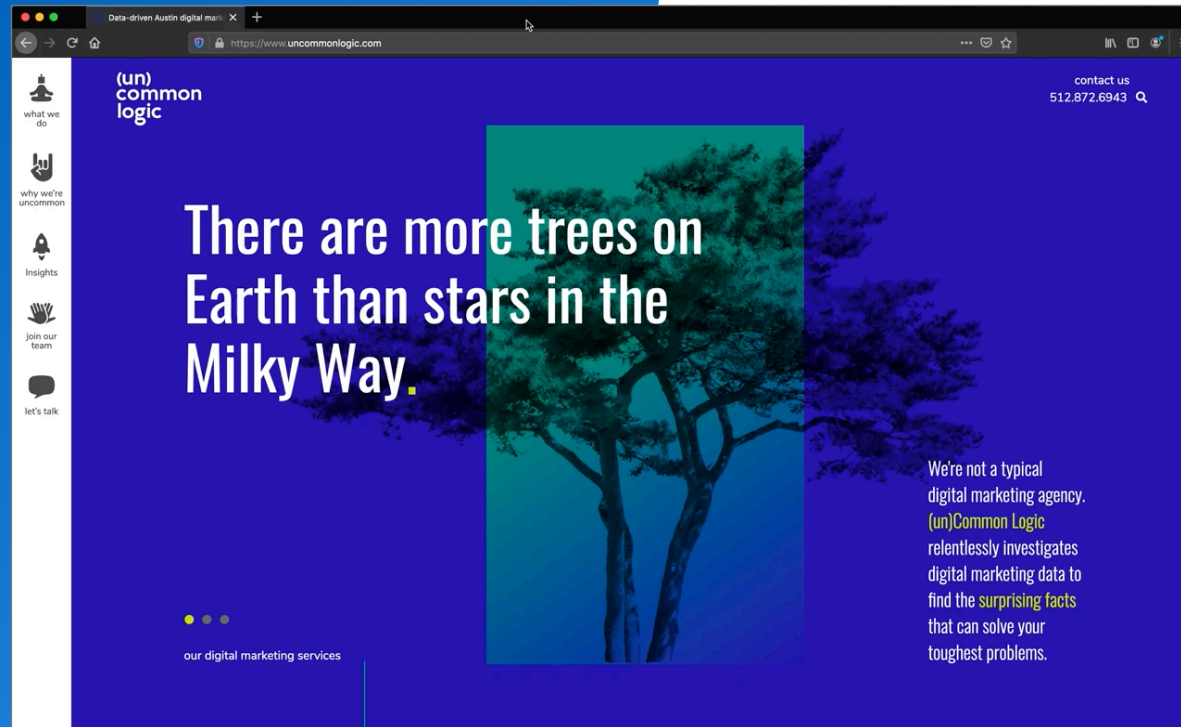
Director, ToneyKorf



Cater information to your priority audiences.

- ✓ Your website users vary:
 - ✓ prospective clients
 - ✓ prospective employees
 - ✓ media or investors
- ✓ Prioritize your users and website accordingly

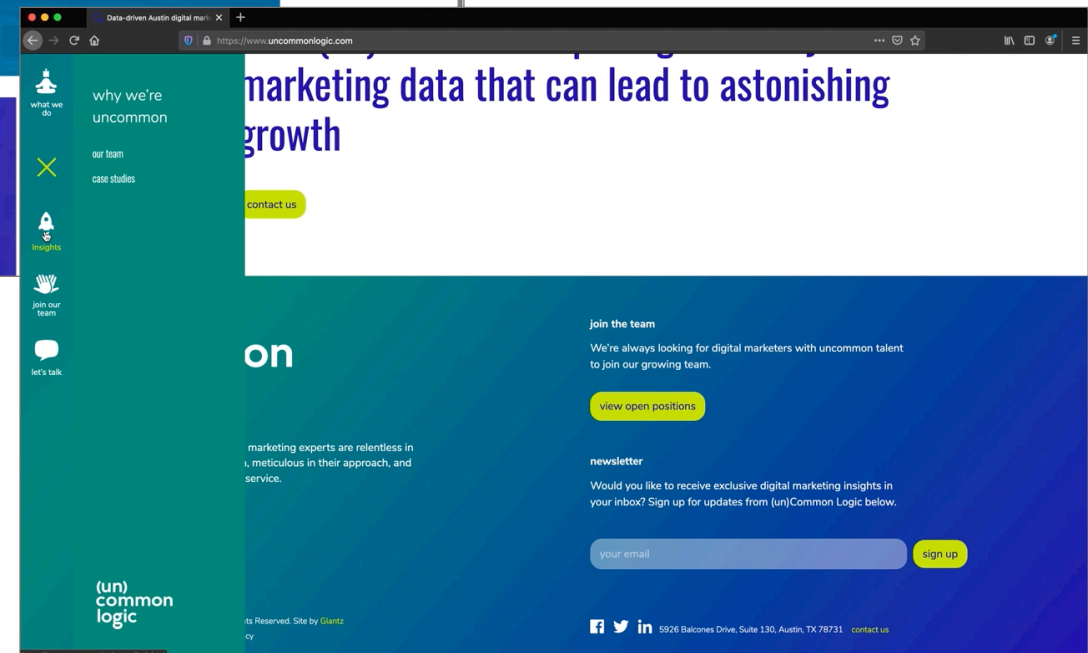
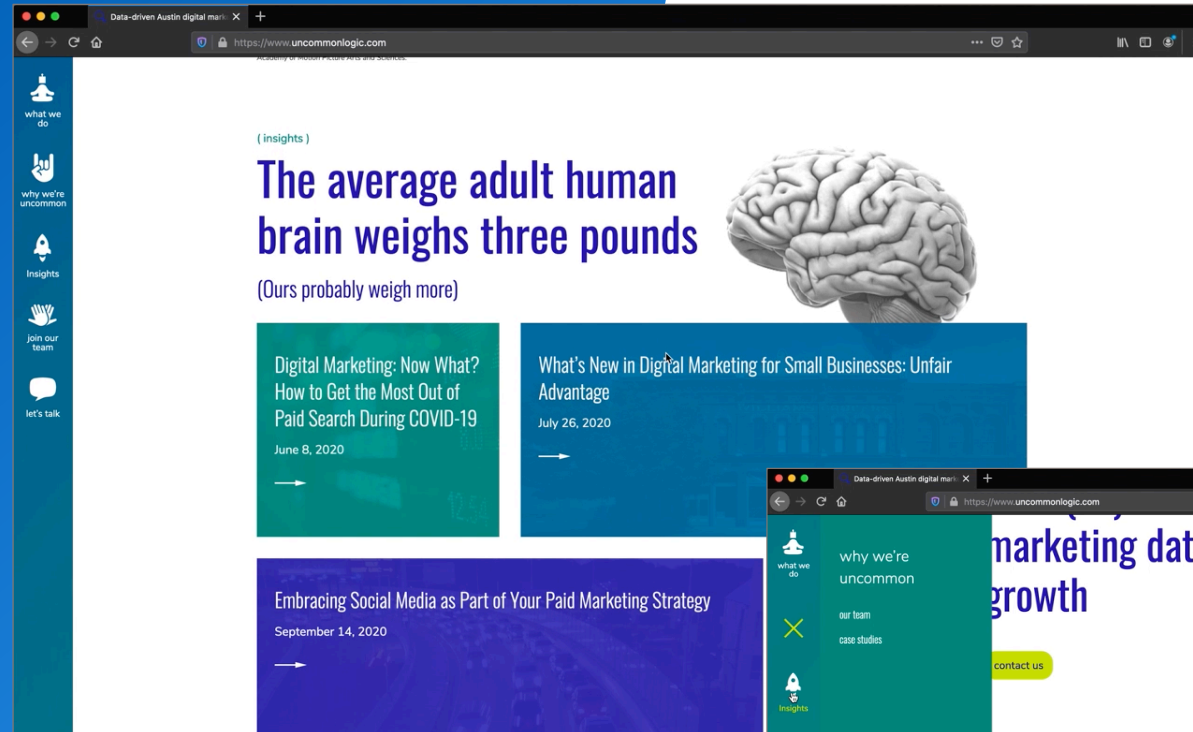
uncommonlogic.com



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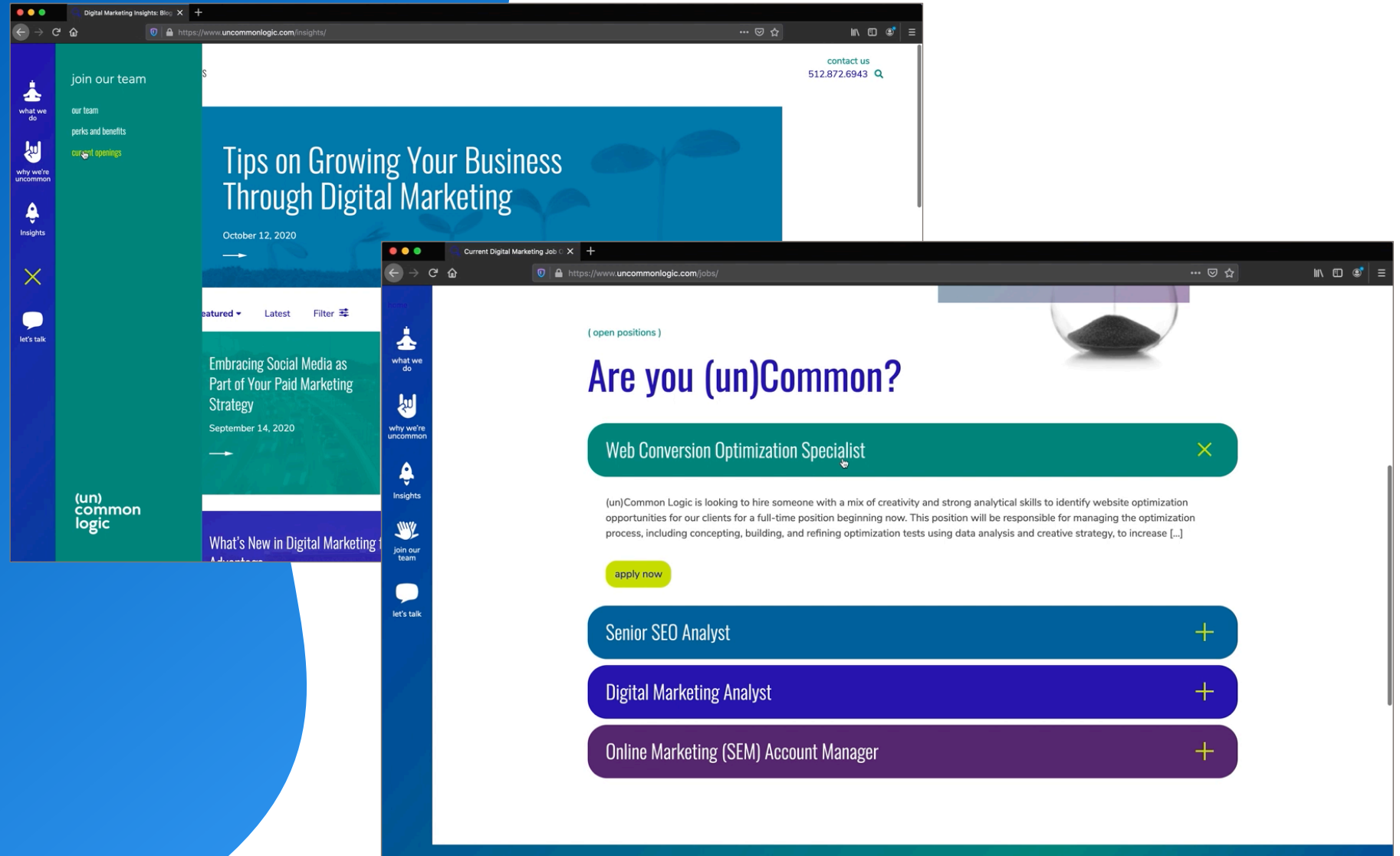
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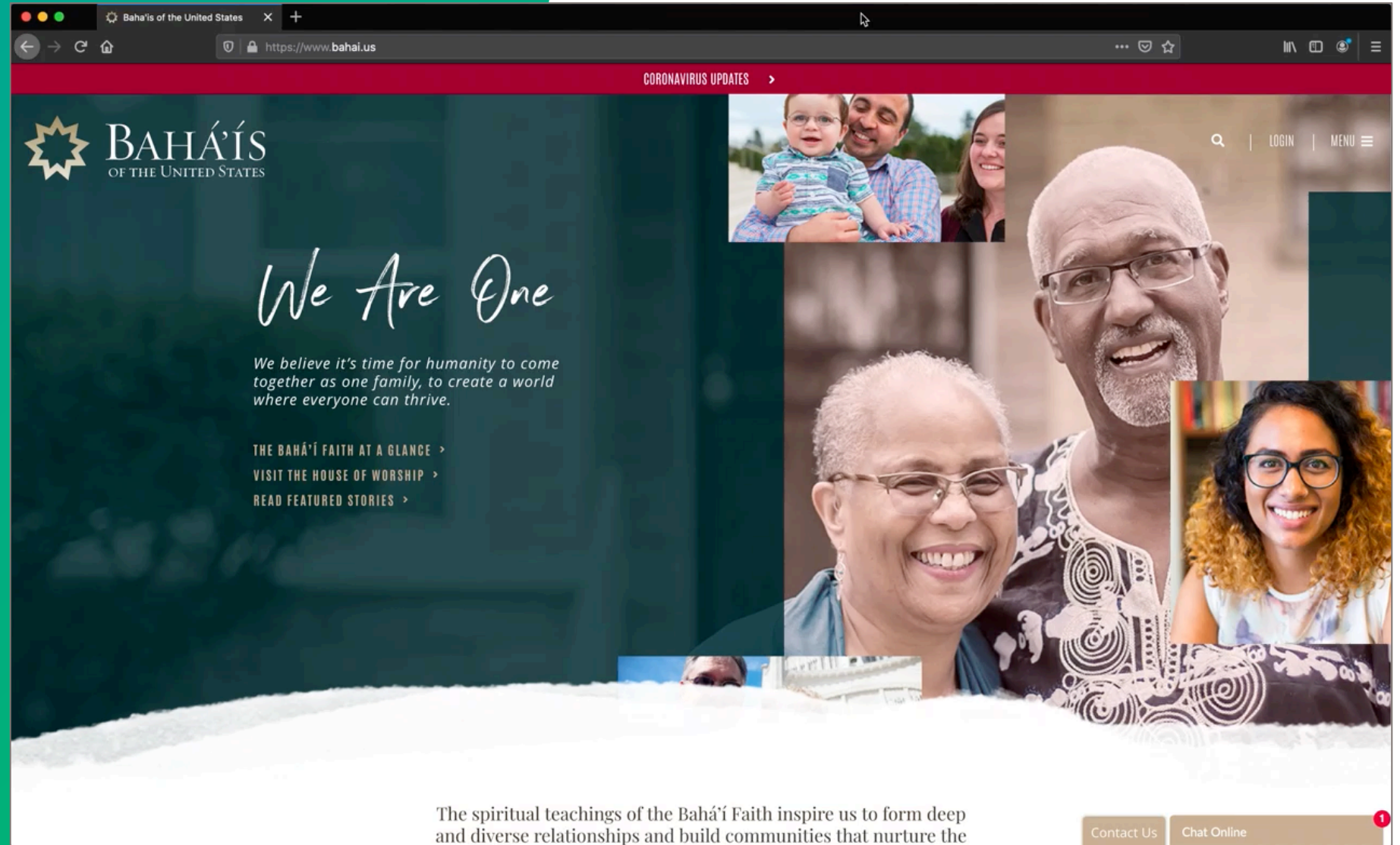
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Convert qualified inquiries & capture a database.

- ✓ If someone comes to your site and raises their hand, make sure you capture that contact to connect.

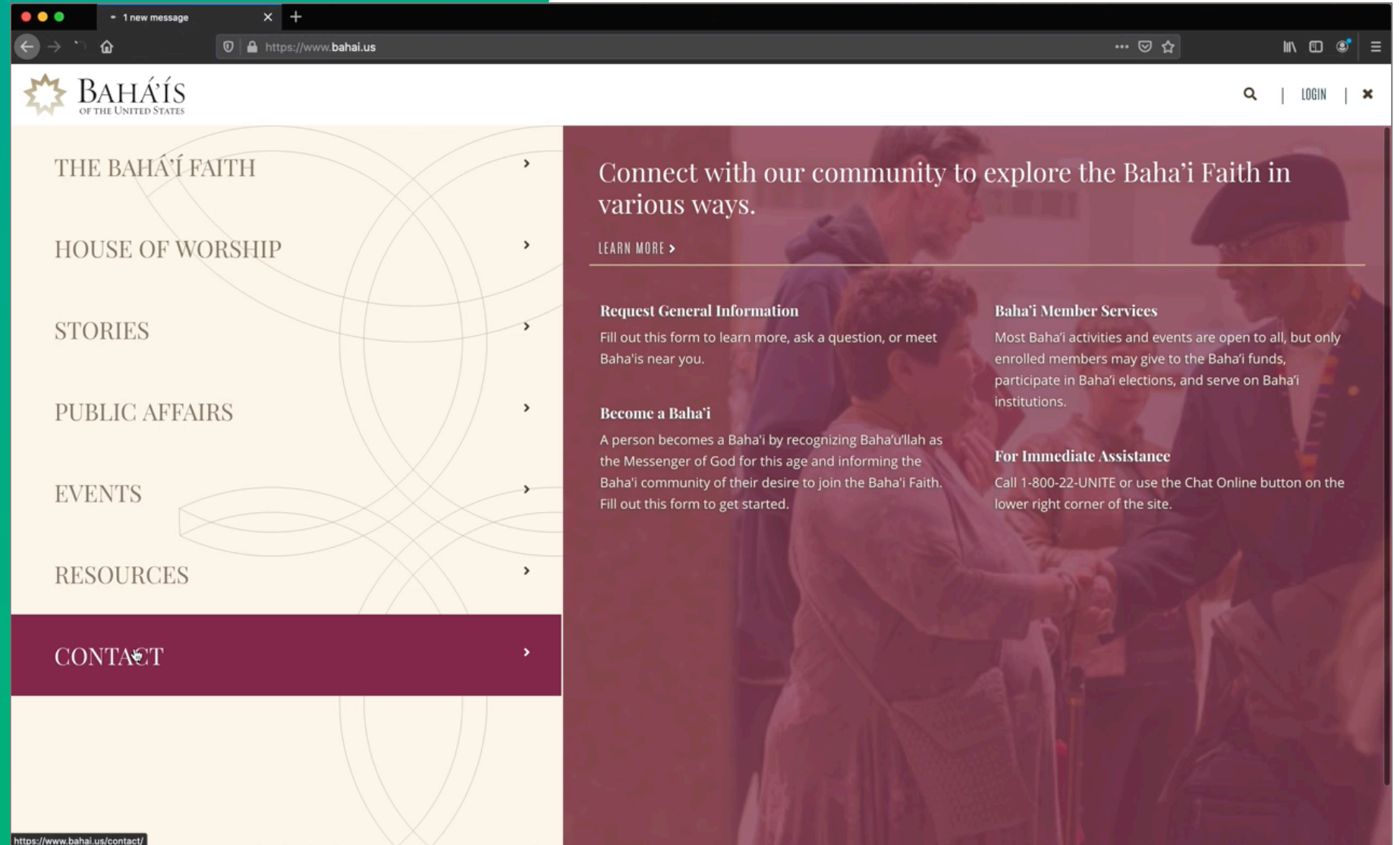
bahai.us



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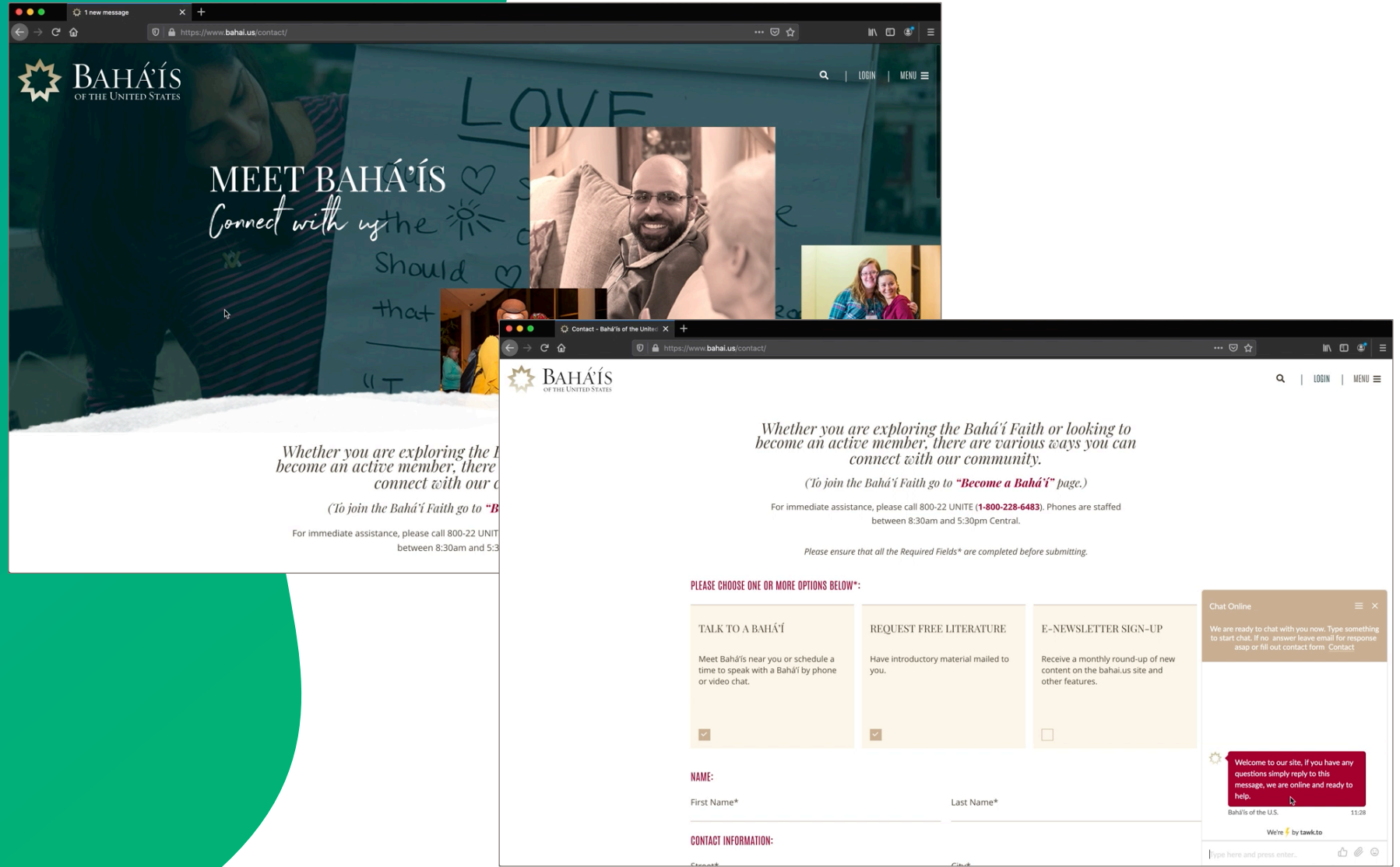
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bahai.us



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bahai.us

The image displays two screenshots of the Bahá'í Faith website, bahai.us. The top screenshot shows the homepage with a 'Say hello' section and buttons for 'CONNECT WITH BAHÁ'ÍS' and 'SEND US FEEDBACK'. The bottom screenshot shows the 'Submit Feedback' form, which includes fields for First Name, Last Name, Email, Zip Code, and a Comment box. The form also features a CAPTCHA and a 'SUBMIT' button.

Top Screenshot: Homepage

URL: <https://www.bahai.us>

Buttons: [FIND LOCAL ACTIVITIES](#), [CONNECT WITH BAHÁ'ÍS](#), [SEND US FEEDBACK](#)

Text: *Say hello*, WE WOULD LOVE TO HEAR FROM YOU

Bottom Screenshot: Submit Feedback Form

URL: <https://www.bahai.us/submit-feedback/>

Text: *Please share your thoughts, questions, and feedback!*
We're interested in every aspect of your experience, from general impressions to specific technical issues. The more feedback we receive, the more efficient and effective our work becomes!

Form Fields:

- *First Name
- *Last Name
- Email
- Zip Code
- *Comment

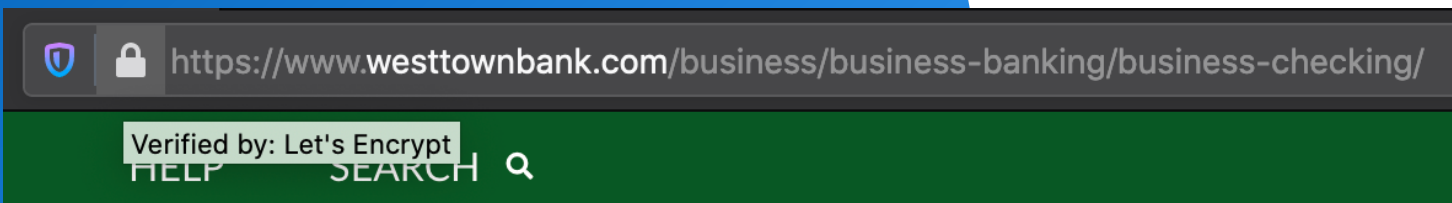
Buttons: [SUBMIT](#), [Contact Us](#), [Chat Online](#)

Footer: [Privacy](#), [Terms](#)

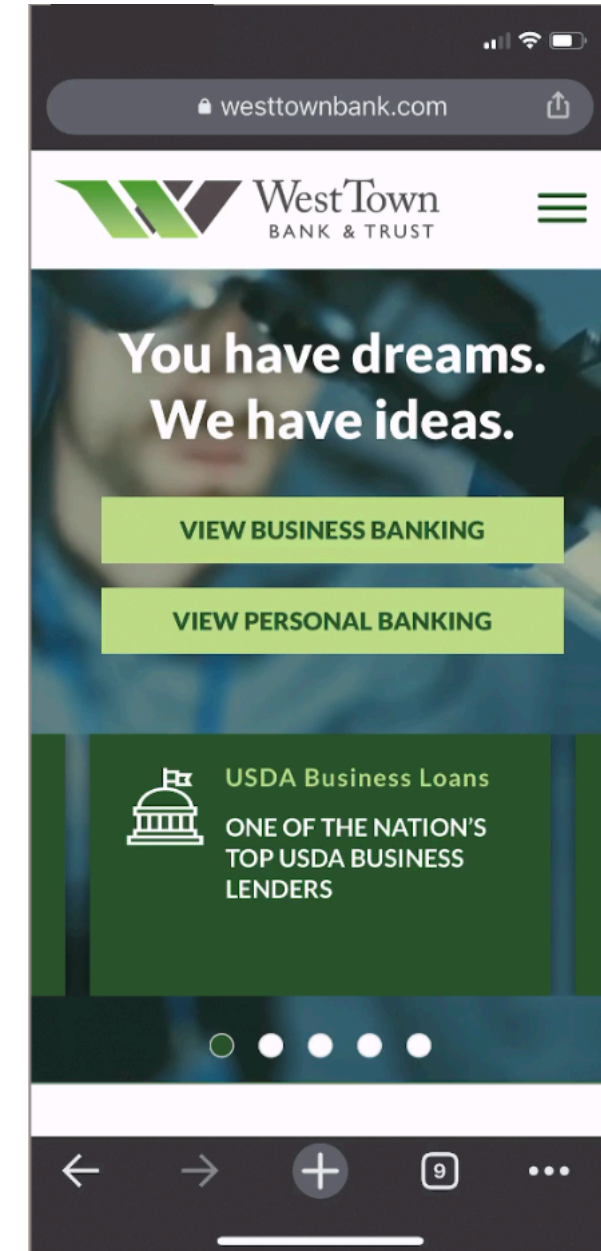
Make sure your site is solid, sound, & secure.

- ✓ Security
(SSL + Global Edge Security)
- ✓ SEO
(page structure)
- ✓ Platform (supported & not archaic)
- ✓ Responsive website

westtownbank.com



Maximize Your Website #6

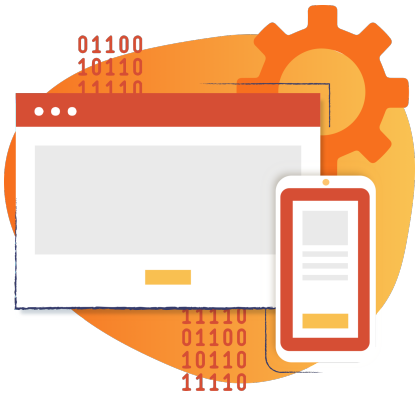


Ongoing Content Creation

4 Actions to plan
before 2021...

All businesses who sell products or services should be creating content continuously.

FEED YOUR WEBSITE



FEED YOUR CURRENT CLIENTS



FEED YOUR PROSPECTS

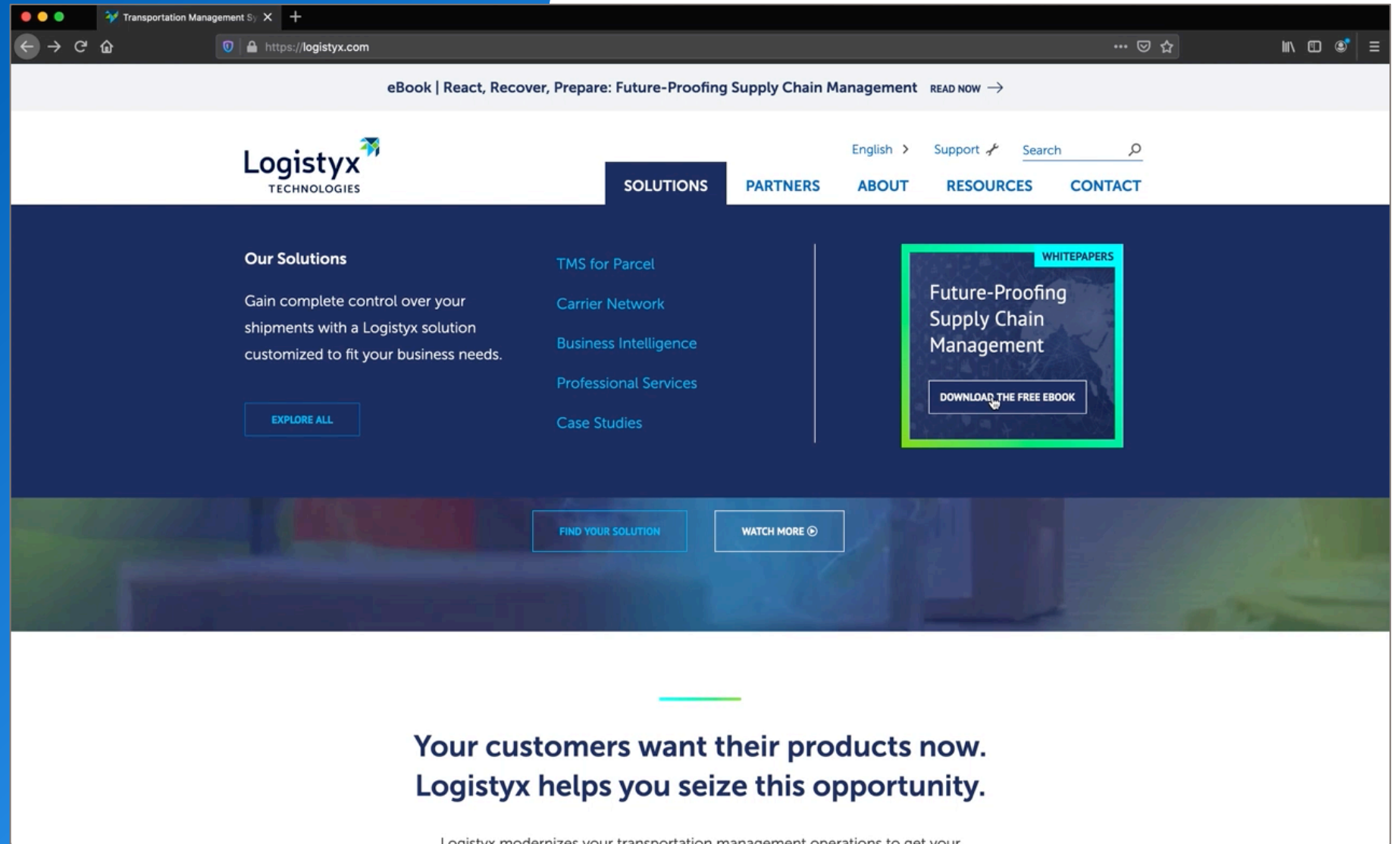


FEED YOUR POTENTIAL EMPLOYEE PIPELINE



Keep your audience coming back to your website for more.

- ✓ Blog posts
- ✓ Whitepapers
- ✓ e-Books
- ✓ Case studies



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- ✓ Case studies

Logistyx
TECHNOLOGIES

eBook

REACT, RECOVER, PREPARE

Future-Proofing Supply Chain Management

In this eBook:

- The immediate impacts of COVID-19 on shippers and customers
- The three stages of a COVID-19 supply chain response: React | Recover | Prepare
- Key supply chain initiatives for essential and non-essential businesses
- The benefits of cloud technology when supply chain disruptions occur

Download Offer


First name Last name

Email

Country

Functional Responsibility

Company Size

protected by reCAPTCHA 

[Privacy](#) [Terms](#)

Submit

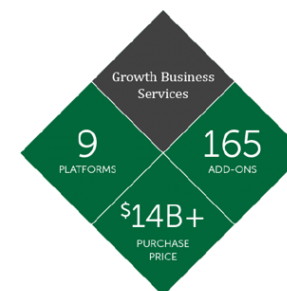
Remind them of you with Outbound Emails.

- ✓ Use your email lists to consistently communicate
- ✓ Quarterly newsletters
- ✓ Monthly email updates



GTCR Firm Update

Since the firm's inception in 1980, **GTCR** has partnered with management teams to build and transform growth businesses, investing over \$15 billion in more than 200 companies. In 2017, we closed **GTCR Fund XII**, the firm's largest fund to date, with **\$5.25 billion** of limited partner capital commitments. This fund follows GTCR Fund XI, which we closed in 2014, with \$3.85 billion of limited partner capital commitments. GTCR Fund XI completed 17 platform acquisitions and approximately 60 add-on acquisitions across the Growth Business Services, Technology, Media & Telecommunications, Financial Services & Technology, and Healthcare sectors.



Acquisition Activity Since 2010
Additional Information*

[Download the full report](#)

Growth Business Services Group Update

32

174

\$14 B

Ongoing Content Creation #2



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Acquisition Activity Since 2010
Additional Information*

[Download the full report](#)

Growth Business Services Group Update



The Growth Business Services ("GBS") team remained very active in 2019. We completed 32 transactions worth more than \$7 billion including:

- » Sale of partial stake in Park Place Technologies and two add-on acquisitions
- » Acquisition of AssuredPartners and 24 add-on acquisitions
- » One Vivid Seats add-on acquisition
- » One debt-financed recapitalization by Sotera Health
- » Remaining divestitures of Fairway markets in three transactions (final sale pending)

The group was also active in the capital markets with over \$900 million of new term loans and bonds issued by GBS portfolio companies in 2019, including a debt-financed recapitalization at Sotera Health, new term loans and bonds at AssuredPartners, and incremental term loans at Park Place.



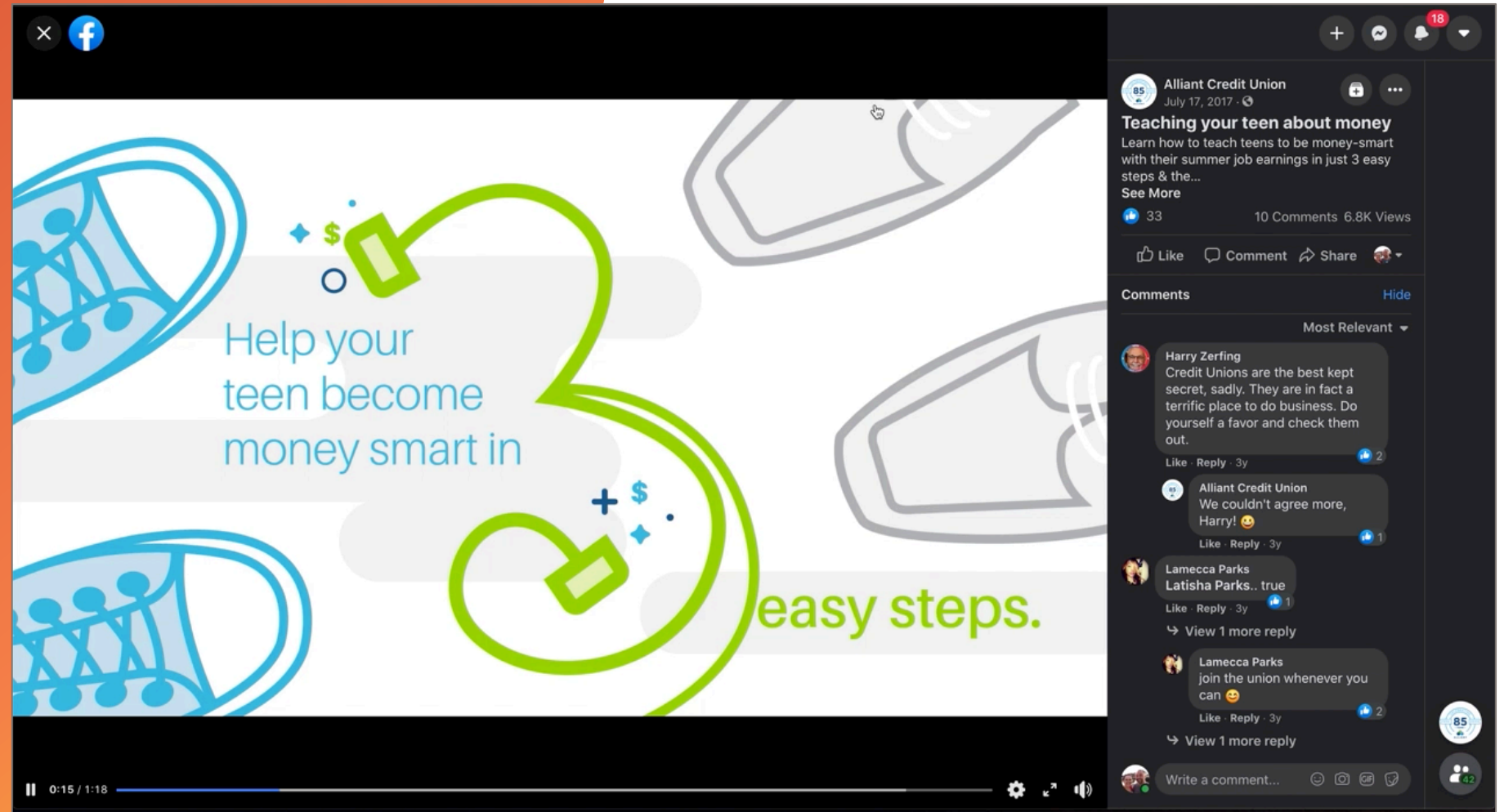
[Download the full report](#)

GTCR

300 N. LaSalle St., Suite 5600,
Chicago, IL 60654
p. 312.382.2200 f. 312.382.2201

Stay alive with social channel posts & conversations.

- ✓ Explore building social currency to bring in new audiences and lead them to your website



Budget for paid SEM/PPC to drive traffic.

- ✓ Bankruptcy law incredibly cluttered and expensive

The screenshot shows a Google search for "bankruptcy law firms chicago". The results page is cluttered with multiple sponsored ads and organic listings. The top section features three sponsored ads for bankruptcy lawyers, each with a profile picture, name, rating, and contact information. Below these are more organic search results, including a map showing the locations of several law firms in the Chicago area. The ads are highly repetitive and focus on immediate contact and free consultations, illustrating a crowded and expensive market for bankruptcy law services.

Search Results:

- Bankruptcy lawyer other - Bankruptcy lawyers nearby** (Sponsored)
- Thurston Law Firm** (5.0 stars, 26 reviews, 7 years in business, (312) 778-7635 · Open now)
- Peter Francis Geraci Law** (5.0 stars, 636 reviews, (855) 471-4990 · Open now)
- The Cortese Law Offices PC** (4.9 stars, 14 reviews, (312) 778-7728 · Open now)
- Ad · www.fightbills.com/** (312) 313-0872
Trusted Bankruptcy Lawyer - Call Our Schaumburg Law Office
Affordable & Highly Rated Service. Get A Free Bankruptcy Case Evaluation! Offices Across Illinois. Remote Bankruptcy Service. Open During Quarantine. Phone or Video Consults. Se Habla Español. 5-Star Client Reviews. 1,000s Of People Helped.
Ready To Get Started? · Bankruptcy Info · When Is Bankruptcy Right? · Meet Attorney Doyle
401 South State Street Mezz Level, Chicago, IL - Hours & services may vary
- Ad · www.mychicagobankruptcyattorneys.com/bankruptcy/lawyer**
ILs Top Bankruptcy Attorneys - (Recommended Law Firm)
Bankruptcy Is A Difficult Decision - File Right The First Time With The Bankruptcy Experts.
- Ad · www.elimadebt.com/chicagoland/bankruptcylaw**
Peter Francis Geraci Law - Chapter 7 and 13 Lawyers
\$0 down to start. Clients trust us to eliminate or consolidate over \$1 billion each year. Meet in-person, on the phone, or video online. Evening or weekend appointments available. Stop utility shutoffs. Stop frozen accounts. Over 40 years experience. Stop lawsuits.
Learn about bankruptcy · Payment Plans Available · Get Debt Free in One Day
234 S Ashland Ave, Chicago, IL - (888) 456-1953 - Hours & services may vary
- Ad · www.creditsolutionslaw.com/** (312) 638-6242
Caring Bankruptcy Lawyers - Serving The Chicago Area
Call Now As We Provide Solutions For Better Living. Makes The Process Easy & Stress Free. Get A Free Consultation. Trusted Bankruptcy Attorneys. \$50 Off If You Mention This Ad. Get Debt Free. Personalized Service. Personalized Solutions. Compassionate Lawyers.
Bankruptcy Resources · Contact & Locations · Firm's Overview · Our Services
- Ad · www.top-bankruptcy-attorney.com/** (312) 219-9253
\$0 Down Bankruptcy Lawyer - Highly Rated By Our Clients
1,000's of Cases Filed in Chicago - Top Rate Service - Speak To Attorneys Direct. Speak To A Lawyer. \$0 Down Options Available. Serving Chicagoland. Locations Nearby. Free Consultation. Call Now. Types: Chapter 7 Bankruptcy, Chapter 13 Bankruptcy.
Our Process · Client Reviews · Attorney Profiles · \$0 Down To Get Started · Office Locations
Chapter 7 Bankruptcy - from \$0.00 - Down Payment · More

Map: The map shows the locations of several law firms in the Chicago area, including Bentz Holguin Law Firm, LLC, The Shimotake Law Firm, LLC, Billbustors, Borges and Wu, LLC, and The Art Institute of Chicago.

Digital Presentations

3 Tips to
shine...

Meetings are harder than ever!

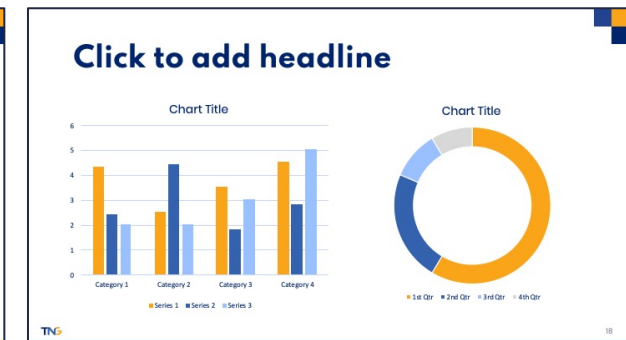
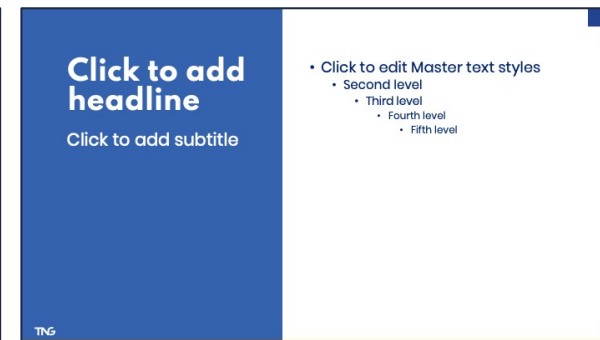
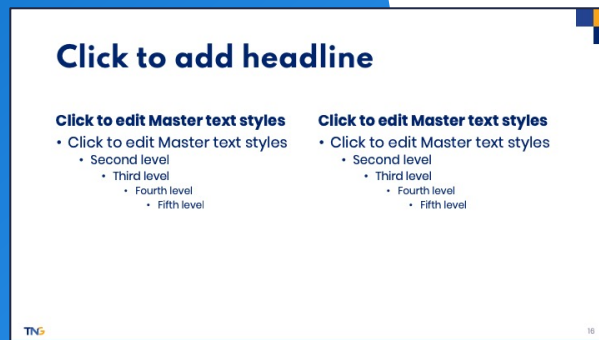
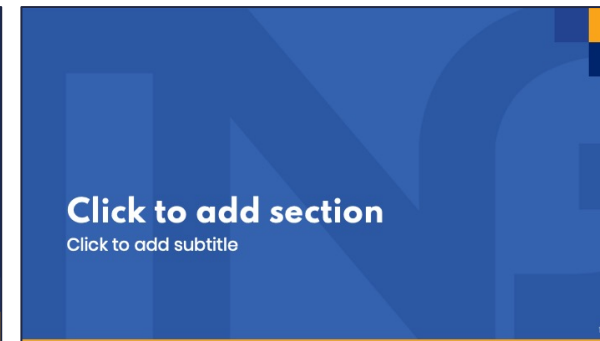
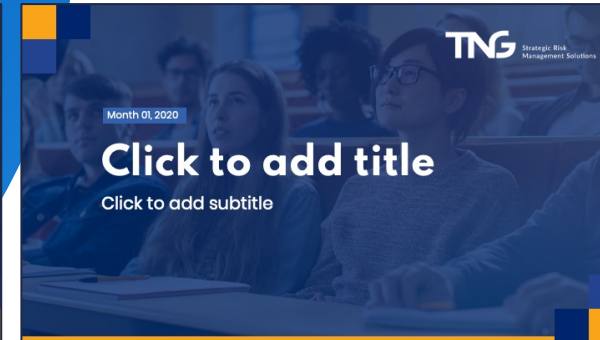
Without face-to-face meetings, humanity can get lost.

Virtual world demands a whole other level of attention.



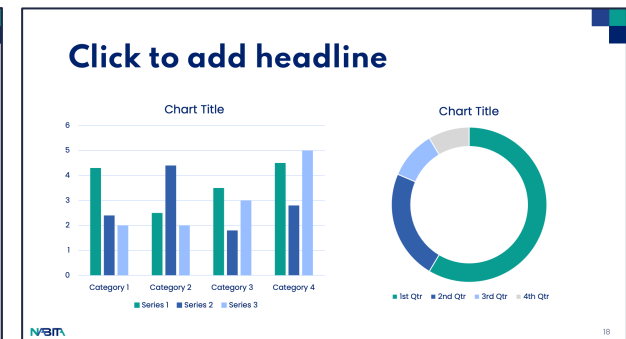
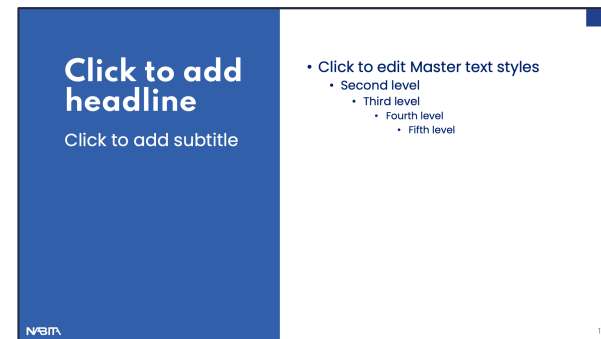
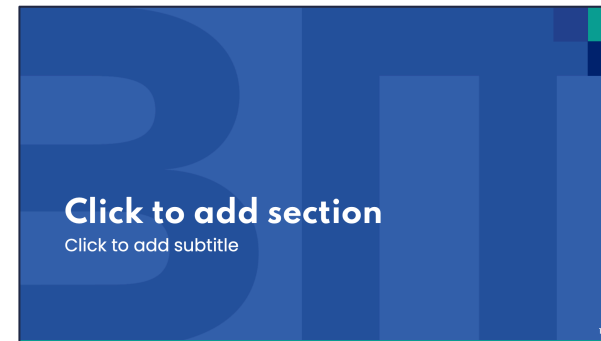
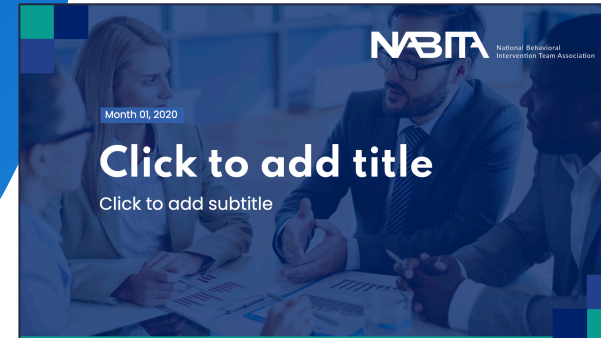
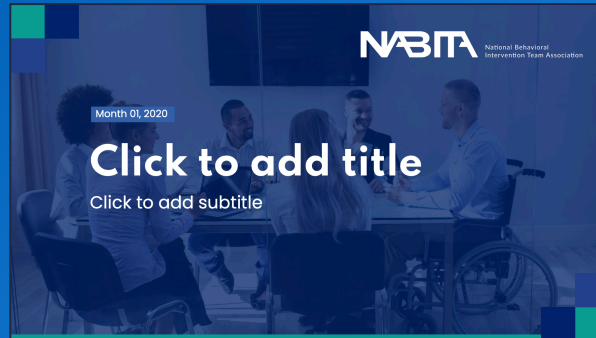
Have a great template to build from.

- ✓ Well branded
- ✓ Interesting
- ✓ Flexible



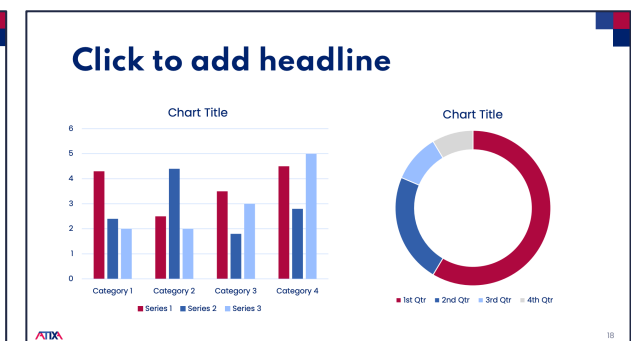
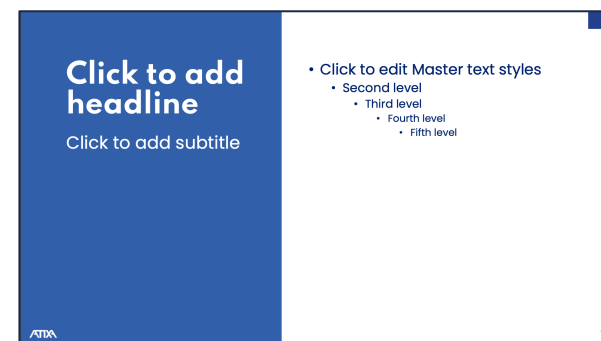
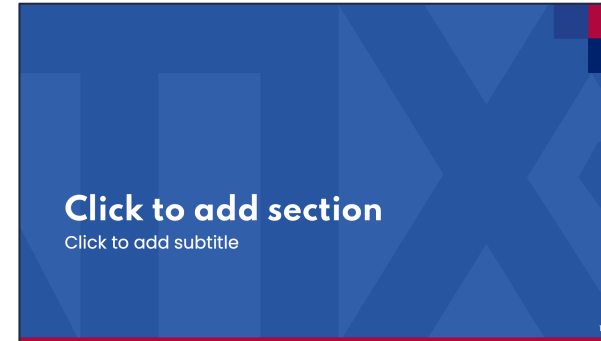
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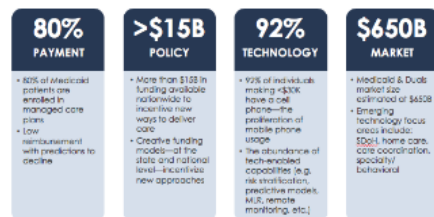
Follow best practices in your presentations.

Strong fundamentals such as:

- ✓ Hierarchy
- ✓ Alignment
- ✓ Consistency
- ✓ Breadcrumbs

BEFORE

The need is **acute** and the time is **now** for health systems to innovate with intention

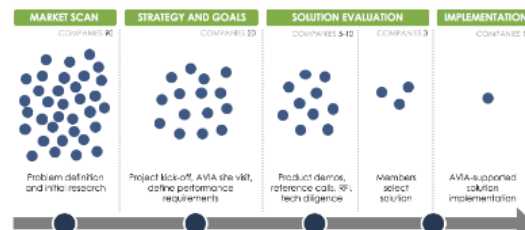


CVIA

Confidential & Proprietary

25

Select **digital solutions** with confidence



CVIA

Confidential & Proprietary

10

Scale + collaboration = a better, cost-effective approach

Why do health systems decide to join AVIA?

- They want to make innovation a key business asset
- They want to collaborate and learn from others successes and failures
- They see how AVIA not only lightens the load, but also boosts capacity
- They want to reduce risk, decrease stalled or risked projects
- They compare our costs to hiring a consultant (for just one project) or additional FTEs
- Ultimately, they believe the greatest lift will come from a purpose-built team of 70 innovation experts + collaboration with 30 health systems

10

What are we **coming together** to do?

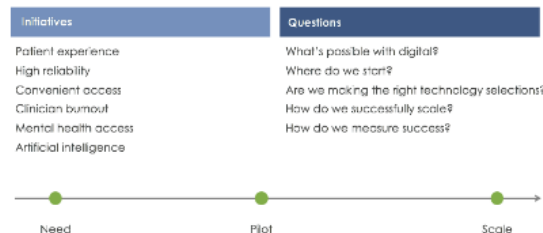
- 1 Quickly hone in on the places where innovation activities can make a rapid outsized impact for participating health systems
- 2 Bring together the participating health systems with common priorities to accelerate prioritization and action on their existing Medicaid roadmaps
- 3 Find, invest in, and create targeted and scalable tech-enabled solutions and interventions that materially close critical gaps for the Medicaid community
- 4 Accelerate successful implementations by supporting benchmarking, project planning, stakeholder alignment, and ROI measurement.

CVIA

Confidential & Proprietary

24

Diagnosis: **Digital sluggishness**, exacerbated by **long list** of pressing initiatives and **difficult questions**



CVIA

Confidential & Proprietary

6

The **power** of the combined team



CVIA

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24

Strategic priorities **harnessing digital as a business asset**

THE DIGITAL CONSUMER:
 Outpacing competitors, engaging patients, and growing share

- Reputation Management
- Patient Wayfinding
- Supporting Patient Payment
- Virtual Health
- Online Symptom Checker
- Consumer Access

THE DIGITAL ORGANIZATION:
 Enhancing affordability, reliability, and productivity

- Supply Chain Optimization
- Digital Rounding
- Clinician Burnout
- Decreasing Screen Time
- Non-Emergency Medical Transportation

THE DIGITAL CARE CONTINUUM:
 Achieving success in volume and/or value-based models

- Predicting Patient Care Post-Discharge
- Post-Discharge Patient Engagement
- Mental Health Access
- Addressing Social Determinants of Health
- Medicaid

CVIA

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Example case study: **Innovation at scale**

AVIA helped Providence St. Joseph Health find, implement, and scale a digital rounding solution with dramatic results.

- Saved nurse leaders 30 minutes per day
- Increased HCAHPS scores by 2-4 points
- Saved 25% on enterprise-wide contract
- Improved nurse satisfaction
- Implemented a new hospital every 2 weeks



"We now have a tool to drive accountability, consistency, and process to get the outcomes we want."

Nancy Yates, MS RN, RN-BC
 Chief Nursing Informatics Officer
 Providence St. Joseph Health

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Value creation from solution adoption and development

| Solution approach | % Specifications met | Targeted % of challenge solutions | Requirements and trade-offs | Time to pilot launch |
|---------------------------------------|----------------------|-----------------------------------|--|----------------------|
| Purchase directly from vendor partner | Most | 60% | <ul style="list-style-type: none"> Lowest required resources Direct cost to vendor Implementation resources | 4-6 months |
| Optimize with vendor partner | Some | 30% | <ul style="list-style-type: none"> People intensive Potential contract cost Potential equity Implementation resources Development and/or advisory resources | 6-18 months |
| Build & Invest create or co-develop | Few | 10% | <ul style="list-style-type: none"> Capital intensive Early-adopter opportunities and challenges Financial risk + upside Direct reward for value created at scale | 12+ months |


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- ✓ Hierarchy
- ✓ Alignment
- ✓ Consistency
- ✓ Breadcrumbs

AFTER



Skills gap exists

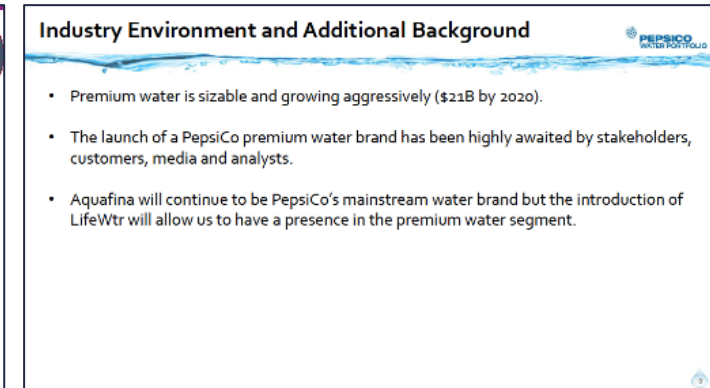
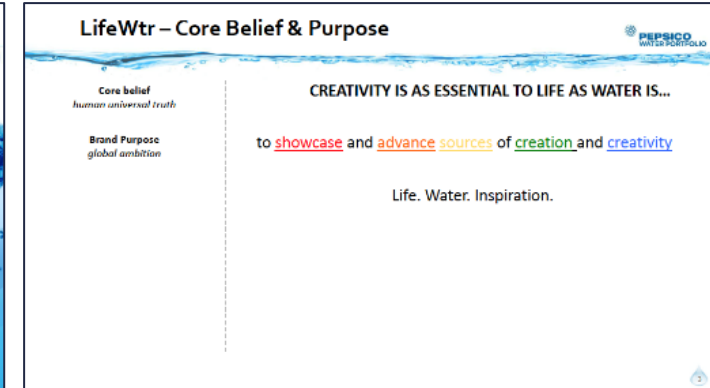
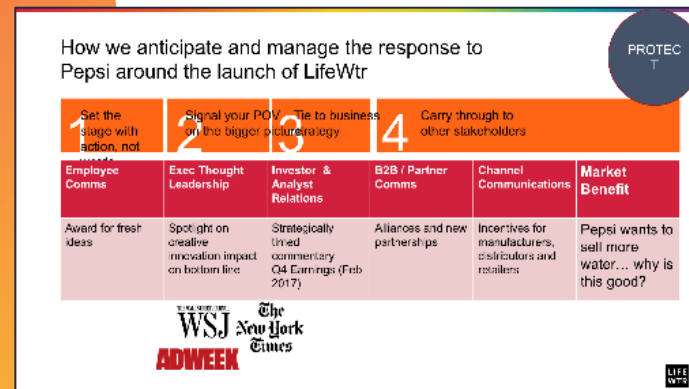
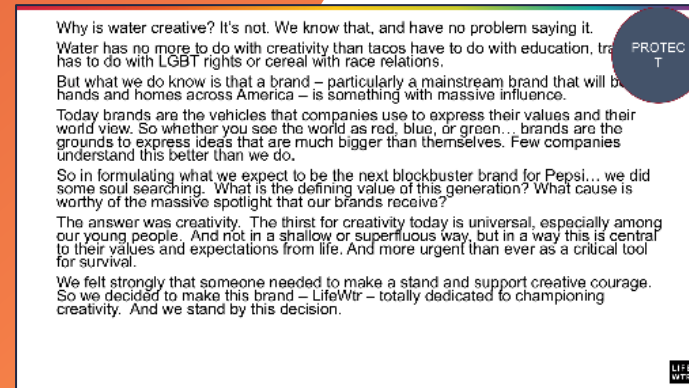
56% of a medical professional's time is spent documenting—for which they received **ZERO** training

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Make sure your presentations are the ones they remember.

- ✓ Use a storytelling arc
- ✓ Create some visual "wow"

BEFORE



Make sure your presentations are the ones they remember.

- ✓ Use a storytelling arc
- ✓ Create some visual "wow"

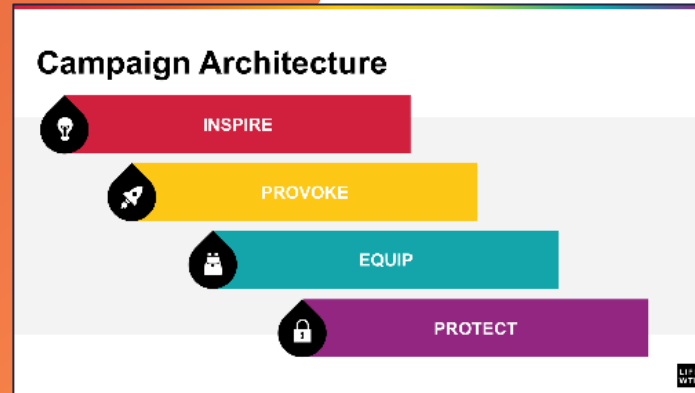
AFTER



The Assignment

Develop a comprehensive communications strategy and recommendations to support the launch of LifeWtr in a cool, premium, differentiated way

...with the ultimate goal of creating a premium global water brand that champions creativity.



Call to Action

Capturing Engaging Content

From creation of the black boxes to influencer participation to consumer event activation, we will create **highly-engaging content** (i.e. video shorts, photography) that can be used across a variety of owned, earned and paid channels.

Insight

We all feel the pressure to stand out from the crowd, but fear what will happen when we do.

Final Thoughts

Don't DIY your toolbox.

**INVEST IN HARD
WORKING TOOLS**

TRAIN YOUR TEAM

**THEN DIY YOUR
ONGOING CONTENT**





**THANK
YOU!**

Questions & Answers

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