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Helena is a great partner to work with. Unlike a lot of writers, she goes to great lengths to understand what you and your company stand for before beginning her work. This foundational understanding guides her as she works in partnership with you to create communications that are meaningful to your audience and that inspire them to act. Helena's genuinely curious nature also makes the process fun and engaging. Some of my best conversations about my vision have been with her. – Rob Hawse, President / CO, CRAFTED

**CRAFTED.**

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Executive Words' Helena Bouchez enabled us to reframe the way we think and talk about the value The Good creates for its clients, resulting in our ability to communicate our expertise in a voice that is both authentic and authoritative, and to which our market has responded very positively. – Jon MacDonald, President, The Good

**the good**

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Helena has an inherent understanding of how to approach and connect with media sources and deep insights into the radical changes that are impacting public relations and branding strategies. Above all, though, she gets results. Meaning primarily, landing targeted opportunities such as guest blog posts, interviews, speaking engagements. In the end, that's what matters most. – Chris Bevolo, President, Interval

**P** Joe  
**P** Public  
DOESN'T  
**CARE**  
**Y** about  
**Y** Your  
HOSPITAL

*( A Manifesto  
for Transforming  
Healthcare Marketing )*

**CHRIS BEVOLO**