

Capabilities Statement

DUNS

066869569

UEI

X75NRF4RAEA3

CAGE CODE

860B6

GSA CONTRACT NO.

47QRAA25D0091

GSA-APPROVED SINS

541430 Graphic Design Services

541613 Marketing Consulting Services

541810 Advertising Services

541820 Public Relations Services



HEADQUARTERS

2011 Crystal Dr., Ste. 1005
Arlington, VA 22202

FOUNDED 2016

EMPLOYEES 18

WEBSITE www.curastrategies.com

POINT OF CONTACT

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Company Overview

CURA Strategies is an award-winning, full-service integrated strategic communications and public affairs agency focused on one thing: **transforming health care.**

We specialize in communications campaign development, stakeholder engagement, media relations, public relations, government relations, community outreach and digital marketing. We help our clients connect with the audiences that matter, bringing messages to life through outreach and public education campaigns.

Core Competencies

- ✓ Strategic communications planning & execution
- ✓ Stakeholder engagement & coalition building
- ✓ Legislative & congressional monitoring
- ✓ Health education & awareness campaigns
- ✓ Media relations & earned media
- ✓ Event planning & logistics
- ✓ Digital strategy & social media management
- ✓ Brand development & graphic design
- ✓ Video & multimedia production
- ✓ Writing & content development

Key Disease Areas of Expertise

- ✓ Maternal health
- ✓ Chronic kidney disease
- ✓ Diabetes & obesity
- ✓ Rare diseases
- ✓ Opioid addiction
- ✓ Cardiovascular health
- ✓ Oncology
- ✓ Mental health

Industry Recognition Highlights

CURA has won or been
nominated for **more than 30**
industry awards, including:

2025

Top 10 PR Firm in
Greater Washington
D.C, Washington
Business Journal



2024

Outstanding
Boutique Agency
of the Year,
Finalist, PRWeek



2023

North American
Boutique Agency
of the Year,
PProvoke Media



2021



Public Affairs
Campaign of
the Year, PRSA



Health Care Campaign
of the Year,
PProvoke Media



2020

Public Service
Campaign of the
Year, PRSA National
Capital Chapter

2018

Global & North
American New
Agency of the Year,
PProvoke Media



Differentiators

✓ Health care focus:

We specialize in transforming health care, giving us a depth of knowledge particularly for complex health issues such as health access, maternal mortality and rare/chronic diseases.

✓ Integrated, surround-sound approach:

We take a 360° approach to creating communications campaigns that use the right tools to achieve results.

✓ Award-winning performance:

CURA has received dozens of national awards for innovation, impact and strategic excellence.

✓ Results-driven:

We deliver measurable outcomes in awareness, engagement and policy change.

Past Performance Highlights

- ✓ **Partnered with a regional health system to launch an American Rescue Plan Act-funded, evidence-based nurse home-visiting program** to support postpartum health and reduce maternal complications. Within five months, the program achieved high community engagement—reaching 63% of eligible families in the county—and was successfully featured in key local media print and broadcast outlets.
- ✓ **Supported a federally funded, multi-year health literacy program in a mid-sized urban community with high social vulnerability.** Developed branding and messaging, and led stakeholder engagement, digital and print marketing, and media relations to strengthen community understanding of COVID-19 public health recommendations. The initiative surpassed its resident-reach goals by more than 200%, increased COVID-19 vaccination rates in underserved populations and was recognized in local and state media.

CERTIFICATIONS

Women-Owned Small Business (WOSB)

Certified Women's Business Enterprise (WBENC)

VA Small, Woman-Owned, and Minority-Owned Business (SWaM)

CONTRACT VEHICLES

General Services Administration (GSA)

