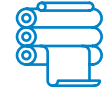
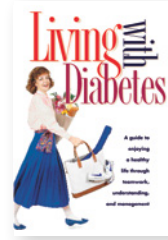


For the past five decades, Coffey Communications has partnered with healthcare organizations to tell stories and reach communities. From our roots in print publishing to our leadership in the digital domain, we've embraced each wave of technological change with one goal in mind: to help hospitals and health systems connect with the people they serve. This timeline reflects our company's history, as well as the transformation of healthcare marketing.



**1988**

Print offerings expanded; shift to desktop publishing begins.



**1991**

Print formats evolve to include magazines, newsletters and booklets.

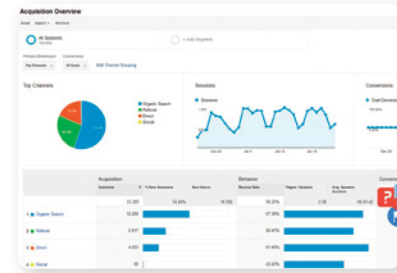


**1996**

Email transforms client communications and editorial collaboration.

**2005**

Flipbooks launched. Google Analytics introduced to clients.



**2008**

Early content management systems developed to support scalable web strategy.



**2015**

Responsive, mobile-first design is standardized across web projects; the first interactive infographics are developed to expand digital content.



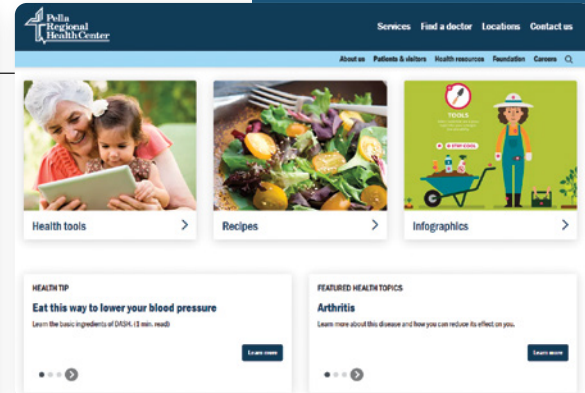
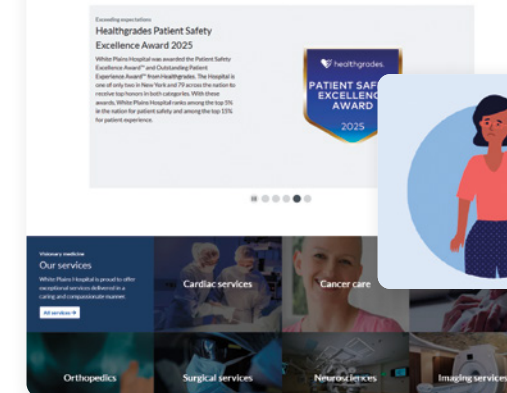
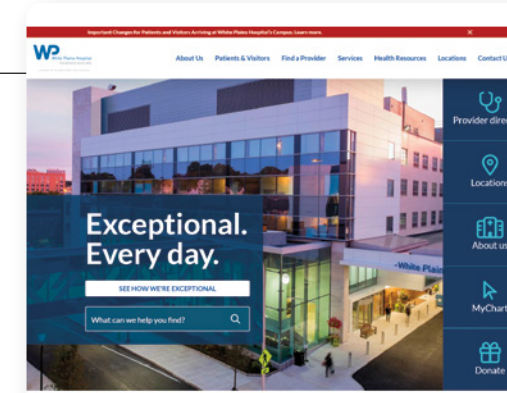
**2017**

Full ADA/508 compliance integrated into every website build.



**2020**

Remote workflows normalized over COVID. HITRUST readiness begins.



**2025**

Content library expanded, with digital interactives redesigned for print; services continue to evolve.

Today, Coffey remains at the forefront of healthcare marketing—offering advanced web platforms, smart content strategies and privacy-first analytics built for today's digital realities. But while the tools have changed, our purpose hasn't. We're committed to helping healthcare organizations thrive through clarity, creativity and deep industry expertise. Every innovation we've embraced has supported better healthcare communication and stronger community connections.

## COFFEY COMMUNICATIONS: 50 YEARS OF INNOVATION IN HEALTHCARE MARKETING



**1975**

Coffey & Associates founded. Healthcare marketing included among early services.



**1983**

Syndicated health content and tabloid-size publications introduced. Coffey Communications name adopted.



**1998**

netReturns development begins—Coffey's first internet product for healthcare clients—which includes a Provider Directory, News Release Center, Calendar and other healthcare-specific modules.



**2002**

Digital Health Library debuts. Coffey introduces communication portal for publication clients (netWorks).



**2012**

Site Assist CMS launches, tailored for healthcare clients. App development for clients is launched.



**2021**

Coffey starts developing HIPAA-compliant analytics solutions in response to GA4.



**2023**

AI tools adopted for editorial brainstorming, chatbots and internal process optimization.



**2024**

Server-side analytics launches. Smart linking of modules and enhanced UX tools added to Site Assist. New client portal debuts.

