



# Public Relations

Celebrating 15 Years of **Fearless**

On 3 Public Relations (On3PR) is a full-service communications firm celebrating **15 Years of Fearless**.



**FEARLESS** [feer-lis] (*adj.*):

leading with a confident, creative mindset; ambitiously pushing the envelope to ensure client success

With our arsenal of skills, including our vast experience and strong relationships, we ensure our clients are prepared to tell their stories with clarity and purpose, and over the years, we have proudly helped create meaningful change and secure countless wins on their behalf. With us in your corner, you'll always be **Ready on 3**.

# WHAT WE DO

## GRASSROOTS ADVOCACY AND COALITION BUILDING

At On3PR, we get our clients' ideas across to the right people, while helping manage and motivate supporters, harnessing that power to gain the attention and approval of policymakers.



## CORPORATE AND POLITICAL COMMUNICATIONS

We proactively push our clients' messages to their customers, constituents, and other stakeholders, while ensuring they are prepared to interact with the media and take on any line of questioning with ease.



## MESSAGE DEVELOPMENT AND STORYTELLING

No matter how complex our clients' issues are, we break them down into concise messages and tailor them in a way that will genuinely interest and engage audiences – just like a story should.



# WHY IT WORKS

Crisis Communication > Media Outreach > Press Conferences > Media Training  
Community Relations > Special Events > Editorial Board Outreach > Opinion Editor  
Internal/External Newsletter > Initiatives & Referenda Campaigns > Public Policy Ca  
Advertising > Alliance Development > Database Development & Management > S

Web > Public Inform  
Community Relations > Planning  
Outreach > Spokespe



On3PR is an **AWARD-WINNING FIRM**. We purposely take a hands-on, holistic approach to our work, and our clients receive dedicated attention from the entire team to ensure we are leveraging all available opportunities, modifying our strategy as necessary, and ultimately providing the highest caliber of services.

Crisis Communication/Planning Execution > Issue Development > Crisis Commu  
Planning & Presentation > Spokesperson > Town Hall Meetings > Community R  
ials > Letters to the Editor > Press Kit Development > Internal/External Nev  
Campaigns > Campaign Plans > Finance Plans/Budgets > Advertising > Allian



# HOW IT WORKS

## Florida TaxWatch

Since 2018, On3PR has consulted for Florida TaxWatch, helping generate awareness of the organization's important work on behalf of taxpayers. In 2022 alone, we drafted and distributed nearly 90 media advisories, press releases, and statements/testimonies, garnering over 1,500 earned media hits across print, radio, and television news outlets in all 10 of Florida's major media markets. The associated audience reach was over 660 million, valued at more than \$4.7 million.



"Since retaining On3PR, we've seen their experience in strategic message development and relationships with community leaders and members of the press produce big wins that have not only advanced our causes but helped expand our impact... **WE COULDN'T BE PROUDER TO HAVE THEM AS PART OF THE TEAM.**"

– Dominic M. Calabro, President and CEO, Florida TaxWatch



On3PR worked with the EMPOWER Patients coalition during Florida's 2022 and 2023 Legislative Sessions to pass landmark bills that would regulate and rein in pharmacy benefit managers, or PBMs. In 2023, we were praised by the widely read and influential outlet *Florida Politics* for our handling of "arguably the biggest PR battle of the session," which included placing timely op-eds (running in all 10 media markets), regularly releasing statements and coordinating media interviews, maintaining multiple social media accounts, and executing a full website refresh.

### Putting patients over profit in Florida



Your Turn  
Helen Saitany  
Guest columnist

The prescription drug supply chain is extremely complex, and pharmacy benefit managers (PBMs) – intermediaries between health insurers and pharmacies, originally tasked with handling payment negotiations – don't make it any simpler. Over time, the role of these multi-billion-dollar middlemen has become larger and increasingly more ambiguous, resulting in unchecked power and a dangerous level of influence that has allowed them to continue lining their executives' pockets at the expense of patients.

But not anymore. With the Prescription Drug Reform Act (SB 1550), sponsored by State Sen. Jason Brodeur (R-Lake Mary) and State Rep. Linda Chaney (R-St. Petersburg), Florida took a long-overdue stand against mercenary PBMs – three of which currently corner over 80 % of the market and rank among the Top 15 in the Fortune 500 – to put patients over profit.

During the 2023 Legislative Session, the Prescription Drug Reform Act, which is perhaps the most comprehensive PBM reform bill ever introduced, passed with overwhelming bipartisan support through all its assigned committees and unanimously on both the floor of the Florida Senate and House of Representatives.

Then, within 24 hours after the bill passed both legislative chambers, Gov. Ron DeSantis signed it into law, touting it would "take the reins back" from PBMs. And naturally, coming from a seemingly fearless leader who regularly goes toe-to-toe with corporate giants and wins, he's right.

When the new law goes into effect on July 1, 2023, patients will be protected from PBMs' exploitation, and perhaps most importantly, they'll be empowered to take control of their own health care decisions.

First, patients may notice reductions in their out-of-pocket costs at the pharmacy counter. By implementing "pass-through pricing," PBMs will be expected to transfer prescription drug rebates directly to health insurers, with the sole intent of lowering premiums and copays, rather than keeping them, as has been the standard practice.

What's more, PBMs will no longer be permitted to engage in "steering" – requiring or incentivizing patients to use their affiliated pharmacies – and they'll also be prohibited from mandating the use of mil-

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order pharmacies. Patients will finally have the freedom to choose the pharmacy that's most affordable or convenient for them, be it a mom-and-pop shop that's been a cornerstone of their community for decades or the local Walgreens.

And that anti-steering provision, in particular, could be life-saving for the sickest, most vulnerable patients.

A breast cancer patient can stay with the care team she knows and trusts for her chemotherapy treatment. Instead of a PBM ordering her to an unfamiliar infusion center where the staff aren't aware of her medical history and unique needs.

And a heart transplant patient can get his anti-rejection drugs exactly when he needs them, instead of driving hours out of his way to a specialty pharmacy identified by a PBM that may not have his prescription filled when he gets there.

As a leader in Florida's pharmacy industry who has repeatedly witnessed the blatant overreach of PBMs firsthand, I am both relieved and excited by the promise this monumental development holds for patients.

Our bold governor and legislators on both sides of the aisle are finally making it clear to PBMs: In Florida, patients come first.

Helen Saitany is Executive Vice President and CEO of the Florida Pharmacy Association and a member of EMPOWER Patients, a coalition comprised of patients and independent and community pharmacists focused on increasing access to affordable medication by drastically scaling back the role of PBMs in the prescription drug supply chain.



# HOW IT WORKS



*Florida Medical Association*

Since 2014, On3PR has been a part of the Florida Medical Association (FMA) team, supporting its executive leadership and more than 25,000 members across the state. During the COVID-19 pandemic, we helped advance the organization's legislative agenda and spread the word about the importance of accessible vaccinations, continued elective surgeries, and more. In addition to day-to-day consultation, with each election cycle, we also handle the FMA Political Action Committee's highly anticipated announcement of candidate endorsements.



“Christina founded and built On 3 Public Relations into one of the go-to communications firms in Florida. When you are in the heat of a potentially bad media story, intense legislative fight, or a tough campaign, it matters who is sitting at the conference table beside you. **CHRISTINA JOHNSON IS THAT PERSON FOR ME.**”

– Chris Clark, CEO, Florida Medical Association

## Uber

On3PR represents Uber Technologies in Florida, managing comprehensive strategy for both policy and product communications across the state. We play a key role in supporting the company's annual legislative priorities – such as the successful passage of comprehensive tort reform in 2022 – while also regularly helping launch new, exciting technology, including organizing press conferences and setting up media interviews. In September 2016, we helped launch one of the first UberEATS programs in the world, UberEATS Tampa Bay, followed by Orlando and St. Petersburg.



# WHO WE ARE



## CHRISTINA JOHNSON

*Founder and President*

 @ChristinaOn3PR

Christina opened On3PR, a full service, woman-owned firm in 2008. She has extensive experience in Florida's executive and legislative branches, including her work with the Departments of State and Business & Professional Regulation, and in the Office of the Senate President. Her understanding of Florida's political landscape comes from local, state, federal, and presidential campaigns and causes over several decades.



## ALY COLEMAN RASCHID

*Senior Vice President of Accounts*


 @alycoleman94

Prior to joining the On3PR team in January 2021, Aly served as Deputy Director of Communications at the Florida Department of Children and Families, where she honed her crisis communications skills as the primary contact for all media requests. She also worked at Volunteer Florida as Director of Communications after beginning her career at a hospitality public relations firm.



## ALISSA JOHNSON

*Accounts Manager*

 @AlissaMJohnson

Alissa came to On3PR in August 2022, after graduating with honors from Florida State University, where she studied public relations and creative writing. As Accounts Manager, she has supported the success of On3PR's clients through social media design and planning, writing press releases, statements and other client communications, strategic storytelling, and more.



# QUESTIONS?

## DROP US A LINE



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