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Jones Public Affairs Grows Firm with Advocacy Relations Specialist

Washington, D.C.-based Health Communications Firm Welcomes Kelly Butterworth

WASHINGTON—Jones Public Affairs, Inc. (JPA) announced today the addition of Kelly Butterworth as account supervisor. With nearly 10 years of agency and non-profit experience, Butterworth has strong capabilities in the field of healthcare communications, with an emphasis on advocacy relations. In her role, Butterworth will support the implementation of novel strategies designed to maximize the reputation and visibility of her pharmaceutical and non-profit clients and their programs.

Prior to joining JPA, Butterworth directed advocacy relations accounts at DDB Issues & Advocacy where she was responsible for both the Genentech and Genomic Health portfolios. Most recently, as the Outreach Manager at National Partnership for Women & Families, she coordinated grassroots efforts to improve healthcare quality through the Robert Wood Johnson Foundation's Aligning Forces for Quality project. In addition to her recent experience, Butterworth has held positions at Mark Krueger & Associates, the Clean Air Council, and the Pennsylvania Resources Council. Butterworth received a Bachelor of Arts in environmental science from the University of Pittsburgh.

"Kelly is a passionate communications specialist with extensive expertise in advocacy relations," said Jennifer Rodriguez, vice president at Jones Public Affairs. "Her understanding and ability to leverage healthcare influencers makes Kelly a great addition to the Jones Public Affairs team."

JPA specializes in a unique practice area known as "influencer relations." Influencer relations uses a targeted approach to reach the stakeholders who drive change and engage others within their field. JPA partners with its clients to harness the power of influencer relations to support their business goals.

Jones Public Affairs offers a full range of communication services, including media relations, digital media, advocacy relations, medical relations and policy outreach.

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About Jones Public Affairs, Inc.

Jones Public Affairs is a D.C.-based firm, specializing in healthcare communications for non-profit, pharmaceutical and government clients. As leaders in influencer relations, JPA uses a targeted approach to reach the stakeholders who drive change. JPA is a woman-owned agency with a track record for designing and implementing strategic, results-focused campaigns. More information about Jones Public Affairs can be found at www.jonespublicaffairs.com.