

# Marketing & Public Relations

When Serendipit Consulting was formed in 2008, the owners set their sights on creating a different kind of PR and marketing company. But little did they know how valuable a comprehensive healthcare solution would be to attracting and retaining quality talent to help them grow and succeed in a highly competitive market.

## The Challenge

Alexis Krisay and Melissa DiGianfilippo had big hopes for their small agency. They created an ambitious strategic plan to set their company on the path to steady growth in terms of new business and an expanded workforce. Yet while most companies would find mining for new business prospects challenging, the opposite was true for Serendipit Consulting. Their brand was appealing, attracting numerous real estate, hospitality, and technology clients. But their greatest challenge lies in attracting and retaining the best talent in the marketing industry.

For Serendipit, bringing a comprehensive healthcare solution to the table has been a significant win for its workforce and the organization itself. Not only does the firm now have a healthier workforce, but the company is becoming a real contender when attracting senior talent. Where the question about healthcare would be an uncomfortable one during the hiring process, today, it leads the conversation with candidates.

“There’s nothing more disheartening after interviewing a candidate who would fit perfectly within our company, and with whom you’ve come to terms with on salary and other benefits, than to find out it was the lack of healthcare that drove them from accepting a job offer.”

**- Melissa DiGianfilippo**  
Partner, Serendipit