



**For Immediate Release**

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**Proof Strategies Selected by United States of Care  
As New National Communications Agency**

***Proof to Support Brand Strategy, Messaging, and Proactive  
Communications Efforts***

**Washington, D.C. (March 1, 2026)** – [Proof Strategies](#) has been selected by [United States of Care](#) as its new communications agency to support ongoing brand strategy, messaging, and national communications efforts.

United States of Care is a listening-focused nonpartisan organization focused on improving the health care system through state and federal policy change. The organization has listened to stories of more than 30,000 people for over 5,000 hours across all 50 states about their experiences with the health care system, and has worked with both Democrats and Republicans to help pass 22 laws across 9 states, improving health care for approximately 26 million people so far.

Under the partnership, Proof Strategies will provide strategic communications counsel, message development, earned media support, and brand positioning to strengthen the organization’s visibility among policymakers, the public, and media. The work will focus on advancing clear and relatable experiences around health care affordability, access, and system navigation.

“Affordability and access are defining issues in health care right now. People are struggling to pay medical bills and too often going without care,” said **Mike Barco, Vice President at Proof Strategies**. “United States of Care has a proven track record of advancing practical solutions on an issue that doesn’t fall along party lines. Their voice is critical in helping ground the conversation about how people actually experience the system and the practical changes needed to improve it.”

The new partnership comes as Proof’s Washington, D.C. office prepares to celebrate its 25th anniversary in summer 2026. Since first establishing a U.S. office in the nation’s capital, the agency has serviced clients across a wide range of sectors including associations, nonprofit and cause-related organizations, corporate & financial services, education, government, healthcare and life sciences, sustainability, tech/telecom, transportation, and travel/tourism.

