



POSITIONING DOSSIER

—
Authority is not built.
It is engineered.



JCH Digital



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Executive Positioning Profile

Alison Prentice is a strategic authority architect and the CEO of JCH Digital, where she helps surgeons, hospitals, and high-trust businesses become the obvious choice before comparison begins.

Her work focuses on the moment decisions start forming—before a buyer requests a consultation, compares providers, or evaluates options. While most firms compete for attention, Alison builds pre-selection authority: the familiarity, credibility, and independent reinforcement that shape trust early and reduce hesitation later.

She specializes in international authority positioning for medical tourism, helping surgeons and hospitals strengthen North American patient trust, cross-border credibility, and recognition across independent English-language environments.

As a former Director of Nursing, she brings frontline healthcare experience into her strategy work, with a clear understanding of patient trust, operational friction, and how real-world decisions get made under pressure.

Her flagship frameworks, including the Authority Multiplier Protocol™ and International Authority Architecture, are built to move organizations from being one of many options to becoming the default choice.

Her core belief is simple: visibility is not the goal. Selection is.

Editorial and Publication Byline Bio

Short Media Bio (Editorial / Byline Version)

Alison Prentice is CEO of JCH Digital and a former Director of Nursing. She works with international surgeons and hospitals to strengthen North American patient trust, cross-border credibility, and pre-selection authority before patients begin comparing providers.

Use short media bio for:

- news submissions
- quick speaker intros

Guest Editorial / News Byline:

Alison Prentice is CEO of JCH Digital and a former Director of Nursing with experience in healthcare operations, patient trust, and clinical leadership. She works with international hospitals and surgeons in medical tourism to build stronger North American patient trust, international credibility, and cross-border recognition before patients begin comparing providers.

Signature Introduction and Authority Principles

Signature Introduction

Alison Prentice engineers authority so selection happens before comparison begins.

Authority Principles

- Paid ads rent attention. Authority owns it.
- Visibility is not the goal. Selection is.
- Patients do not choose the hospital they discover first. They choose the one that feels safest.
- Being discovered during search is a competitive disadvantage. Being recognized before search begins is a structural win.
- Ads book your next 30 days. Authority books your next 5 years.

Independent Recognition Across Trusted Media

Please use full links to access

What Nursing Can Teach Medical Tourism Policy Makers About Trust

---Street Insider

-- <https://www.streetinsider.com/Press+Releases/What+Nursing+Can+Teach+Medical+Tourism+Policymakers+About+Trust/26606779.html>

India's Medical Tourism Growth May Depend on National Trust, Not Promotion Alone

---New Canadian Media

-- <https://newcanadianmedia.ca/indias-medical-tourism-growth-may-depend-on-patient-confidence-not-promotion-alone/>

How Buyers Pre-Select Trust: Psychological Authority Briefing Released

---Business Insider

-- <https://markets.businessinsider.com/news/stocks/how-buyers-pre-select-trust-psychological-authority-briefing-released-1035743238>

Medical Tourism Referrals Lag Despite Rising Demand, Report Finds

---MSN

-- <https://www.msn.com/en-us/news/other/medical-tourism-referrals-lag-despite-rising-demand-report-finds/ar-AA22y8G9?disableErrorRedirect=true&infiniteContentCount=0>

Additional recognition and full publication archive available at

<https://www.jchdigital.ca/published-articles>

STRATEGIC AUTHORITY FRAMEWORK OVERVIEW

Why Trust Wins Before Price in Medical Tourism

The global medical tourism market was valued at approximately USD 53.28 billion in 2024 and is projected to reach USD 165.50 billion by 2032, growing at a CAGR of 15.12 percent. At the same time, trust remains one of the strongest drivers of international patient choice, with patients consistently placing safety, accreditation, and provider credibility ahead of price alone. In high-trust industries like healthcare, the decision is rarely based on who is cheapest—it is based on who feels safest before comparison even begins.

BOOKING & INQUIRIES

Strategic engagements begin with an International Positioning Review or Strategic Authority Review.

This diagnostic identifies authority gaps, trust friction, and pre-selection weaknesses that influence how buyers choose before comparison begins.

Programs are structured for organizations seeking stronger North American trust, international credibility, and authority that compounds before comparison starts.

Media interviews, speaking requests, editorial opportunities, and strategic partnerships can be directed to:

Alison Prentice

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SELECTED IMAGES

