# The Story of WG Content

# **0:00:00.3 Christy Pretzinger:** WG Content began as WriterGirl more than 20 years ago. As we've evolved, we hold onto the legacy WG for WriterGirl and adding content to our name. And we did this because we consistently find ourselves meeting the ever-changing ways in which people consume content, whether it's words on the page, video, audio, infographics, animation, and the list goes on. We are uniquely positioned to meet those needs, partnering with you on everything from content strategy, to execution, to content governance. Today, we work with more than 80 organizations across the healthcare industry. We rely on a very talented team of more than 100 content strategists, project managers, writers, editors, and graphic designers.

0:00:44.9 Christy Pretzinger: And while much has changed over the years, the desire to learn and the need to connect remain the same. With the acceleration of technology, we have more access to more information than ever before, and content is the core of that information, regardless of the form. Generating that content is an enormous never-ending job that you face every day. All of us at WG Content understand that marketing teams are spread thin. We work with your team, never seeking to replace it, but instead seeking to understand the sandbox in which you play, and we jump right in there with you and work together to create solutions. We produce highly custom content that is clear and actionable, allowing you to earn trust and build relationships with your audience. As we look ahead, WG Content will continue to be a mission-driven organization. Every single one of us lives out our mission of building relationships one word at a time, every single day. And we know that relationships take different forms in today's high tech digital world. All of us consume content in so many different ways, reading, watching, listening, touching, all of which leads to feeling, and feeling is the foundation to every relationship.

0:02:06.2 Christy Pretzinger: Work can be complicated and hard, so why not work with people who are caring and considerate? When I work with people who live out the values of being empowered, curious, kind and fun every day, that's who WG Content is. And when we got our start in healthcare, we know that the same energy, the same enthusiasm and the same expertise that we provide to our healthcare clients can expand across diverse industries. Our roots are in healthcare, but our wings can take us anywhere.