

COMMUNICATIONS CONSULTANT

Summary

Client-focused communications professional with 10 years of internal communications, marketing, and public relations experience. Committed to producing results that deliver a unique blend of creativeness, strategy, and influence to advance company goals.

Technical Skills

- Healthcare industry experience supporting health plans, hospitals, and medical groups.
- Experience in internal, external, and executive communication.
- Proven track record in communicating complex clinical issues and industry trends.
- Demonstrated experience in successfully developing and managing communication programs that connect physicians to new healthcare solutions.

Experience

Communications Consultant 08/2017 to Current Company Name City , State

- Provides complex communications consultation, with an emphasis on writing care delivery related content for broad internal, external and leadership audiences.
- Supports senior executives in high-profile speaking engagements including Kaiser Permanente's TEDx talks (10,000 livestream participants), Institute for Healthcare Improvement National Forum (5,500 attendees), and Kaiser Permanente's National Quality Conference (1,000+ attendees).
- Executed successful clinical product introductions by coordinating actions with social media, public relations and other internal teams.
- Authored materials designed to articulate Kaiser Permanente's technological advancements in Electronic Health Record systems and Clinical Libraries that help to inform clinical decision making.
- Built a communications function for the organization's research and development division to internally and externally elevate best clinical practices.
- Leads communication activities designed to promote and accelerate the use of newly available clinical technologies to physicians.
- Leads monthly community of practice calls bringing together communication leaders from 8 Permanente Medical Groups to share best practices, surface care delivery stories, and cross-promote resources.
- Serves as the national program leader in marketing strategy designed to showcase the organization's clinical advancements to large broker and employer groups.
- Developed platform for cross-sharing public speaking opportunities among national communications team to elevate physician executives at healthcare industry events.
- Led the planning, development, and execution of a change management communication strategy in support of research and development division.
- Serves as an advisor, strategist, and writer for senior physician executives, including the Chief Quality Officer.
- Develops send-all emails designed to inform, motivate, and engage more than 200,000 Kaiser Permanente employees.

Marketing Communications Specialist 06/2015 to 08/2017 Company Name City , State

- Created clear and simple communication materials that empower members and prospects to make the best care decisions possible for themselves and their families.
- Put together cohesive communication plans and marketing collateral in line with brand messaging and strategic objectives.
- Project managed first kp.org cause-based marketing campaign that outperformed established benchmarks by 125%.
- Led cross-functional teams to draft a variety of communication materials that help members navigate the complexities of their health plan.
- Served as communications consultant and strategist to 22 medical facilities on matters that impact patient care.
- Supported Legal department to ensure compliance with annual regulatory notifications to members.

Internal Communications Specialist 05/2013 to 06/2015 Company Name City , State

- Produced comprehensive communication materials that connected employees to strategic and operational goals.
- Authored weekly employee newsletter with readership of 4,600.
- Responsible for the creation and posting of daily content on employee intranet page.
- Served as lead project manager for communication of a \$300 million renovation at regional medical center to reduce impact to operations.
- Wrote on behalf of the Regional Hospital Administrator to align employees with organizational and care delivery initiatives.

Public Relations Assistant 08/2010 to 04/2013 Company Name City , State

- Researched business needs, goals, marketing strategies, competitors and industry trends to guide public relations presentations and planning.
- Managed social media accounts by composing content, engaging with followers in comments, monitoring activities, and researching trends.
- Supported meetings and press conferences for clients and business partners.
- Supported the development of press releases and media kits.

Education

Master of Communication Management, M.C.M. 2016 University of Southern California City , State , USA

Bachelor of Arts : Communication 2012 University of Hawaii City , State , USA

Bachelor of Arts : Psychology 2012 University of Hawaii City , State , USA

Board & Leadership Experience

Chapter President 01/2015 to 08/2017 Company Name City , State

- Founding member of genKP's Hawaii chapter -- Kaiser Permanente's largest national business resource group dedicated to professional development and fostering cross-organizational collaboration on industry trends.Â
- Developed strategy and built a leadership team who helped Hawaii reach the largest membership numbers outside of California.Â

Communications Chair, Board of Directors 12/2014 to 12/2015 Company Name City , State

- Produced timely and comprehensive communication to chapter members about programs, workshops, and other matters of interest via digital and print chapter publications.