

Marketing Rising Star – Agency

A Rising Star is defined as someone relatively new to healthcare (3 years at most).

This award recognizes the outstanding work and achievement of a marketing, PR or communications professional who has been in healthcare for less than three years. This person has demonstrated outstanding resourcefulness, creativity, personal growth and willingness to learn the complexities of the healthcare market. Separate awards for individuals at health IT companies, healthcare providers and agencies.

1. Rayna Southart (Clarity Quest)

Brief Summary

Rayna Southart is Content Marketing Manager for Clarity Quest. She joined the team in August 2021 and has already made a significant contribution in developing content for our health tech clients as well as our in-house marketing.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Within the first month of joining Clarity Quest, she penned the blog post with the most click thrus from our agency newsletter in all of 2021.

Entry Details (max 3500 characters)

Rayna Southart joined the Clarity Quest team as a Content Marketing Manager in August 2021 and has already made a huge impact in developing strategy and content for our health tech clients as well as our in-house marketing.

She develops and maintains our agency's content calendar in addition to managing our award-winning blog, the HITMC 2021 blog of the year. She writes and edits two blogs per week and their corresponding social media posts.

Within the first month of joining Clarity Quest, she penned the blog post with the most click thrus from our agency newsletter in all of 2021.

Did I mention she also interviews SMEs and writes blog posts, executive briefs, email copy, LinkedIn ads, and more for our clients?

She does all this while learning the ins and outs of health technology. Rayna joined Clarity Quest from the financial services industry and has a limited background in healthcare.

When we hired her, we knew she was a great writer with immense potential and still, she has exceeded our expectations.

In less than six months, she has gotten up-to-speed on the consumerization of healthcare, value-based care, the social determinants of health, medical technology innovations, and many other topics the HITMC crowd holds near and dear.

She's currently the account director for our engagement with Carium.

Rayna is a rising star worth keeping your eye on.

Bonus: she's a War of the Roses and Tudor era history buff!

Supporting Links

<https://www.claritygst.com/why-clarity/leadership/#rayna>

<https://www.claritygst.com/blog/linkedin-dark-mode/>

<https://qaconsultinginc.com/5-medical-device-industry-issues-2022/>

<https://www.vectorcare.com/journal/healthcare-dispatching-reimagined-vectorcare-hubs-one-stop-shop-approach>

2. Lacy Herman (Anderson Interactive)

Brief Summary

Lacy Herman, Senior Account Manager of Anderson Interactive is an Agency Rising Star. Like LL Cool J, she's gonna take this itty-bitty world by storm, and she's just gettin' warm.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Lacy is an instrumental and irreplaceable leader in the Anderson Interactive agency, running or supporting at least nine clients across account management, public relations, writing and search engine marketing activities.

Entry Details (max 3500 characters)

Lacy Herman, Senior Account Manager of Anderson Interactive is an Agency Rising Star. Lacy represents a new generation of leaders that our industry has been so desperate for these past few years. In addition to her fresh perspectives, she brings that combination of intelligence, confidence and professionalism that can be impossible to find in job searches. Client service is something our agency holds in high regard and Lacy has consistently delivered time and time again. In fact, aside from president of our agency, Lacy has been assigned to more accounts than any other staffer because clients continually request her to be added to their teams.

Kicking off this year, another health IT agency that was short on staff asked if we could outsource Lacy's talent and expertise to drive media relations for their client. Today, Lacy is balancing all her Anderson Interactive accounts along with a completely different set of procedures from this partnering agency. At HIMSS earlier this month, she brought that agency's client the most HIMSS media briefings and analyst attention they have ever had.

Lacy is eager, professional, committed and exacting. I look forward to following her career as it continues to rise to great heights.

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Lacy-Herman.jpg>

3. Olivia Schlabach (FINN Partners)

Brief Summary

Olivia raced into health IT without a pit stop from her prior NASCAR experience! Since joining FINN Partners, Olivia has successfully managed clients, built healthcare media relationships, and led several company-wide PR efforts, all with amazing professionalism and over-the-top results.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Olivia has relentless dedication to the industry and her clients. She is always prepared with knowledge and recommendations. Olivia is never scared to stretch and has immersed herself, joining Women in Health IT as a board member. She has embraced the challenge and is confident, yet humble.

Entry Details (max 3500 characters)

"Olivia has excelled as the public relations account lead for a handful of FINN's health IT clients. She was promoted within a year of hiring based on her impressive performance and positive client results. In 2022, Olivia continues to take on new clients and projects in her role as Senior Account Executive for FINN. She's also worked together with FINN Global Health leaders including Gil Bashe and Ritesh Patel. And supported other FINN offices such as Chicago, Nashville, and New York.

No assignment is too big or too small for Olivia to take on, and dive in. Honorable mentions include:

- Harmony Health. Surpassed media relations goal by 66% securing 20 earned media placements in 2021
- ComplyAssistant. Rocked 2021 media relations goal by 133% with secured 28 earned media placements
- CereCore. Beat media relations goal by 145% with 59 earned media placements in 2021, including local and regional coverage which was a new endeavor for this Nashville-based client

Olivia took the lead role as FINN's public relations liaison for both the ViVE 2022 and HIMSS 2022 conferences. This included collaboration with senior partners and other FINN offices as mentioned above. Across the FINN network, Olivia successfully secured and attended 12 media interviews with clients, including media prep, talking points, logistics and taking the time to understand new client offerings she had not been exposed to before the event. She handled all media meetings with ease and professionalism, even when camera crews were lost in the exhibit hall and topics changed on the fly.

Olivia's dedication to securing earned media placements for her clients, can-do attitude, and relentless passion for jumping in to help others make her an ideal candidate for HITMC's Rising Agency Star of 2021!

Quote to Note:

“Your determined leadership was a tour de force. Thank you so much for everything you do to ensure that FINN shines at every opportunity. You are amazing.” Gil Bashe, Managing Partner, Chair Global Health and Purpose, FINN Partners.

Feature story in Compliance Today October 2021 issue. Written by Olivia for her client Harmony Health IT - link included in supporting links.

From interview to media pitch, writing, and publication, Olivia conquered this entire case study article for CareCloud within four short weeks. Link included in supporting links.

Olivia captured learnings from an online CIO cohort and pulled together all the best pieces for this bylined article in an international publication, Health Tech World, on one of the industry’s most important topics. Link included in supporting links.

Supporting Links

<https://www.womeninhealthcare.org/about/board-members/>

<https://www.linkedin.com/in/oliviawilliamsschlabach/>

<https://compliancecosmos.org/compliance-today-october-2021>

<https://www.healthitoutcomes.com/doc/hometown-heroes-how-hutchinson-clinic-saved-their-patients-and-their-bottom-line-0001>

<https://www.htworld.co.uk/news/the-doctor-will-see-you-now-why-patient-experience-matters/>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Screen-Shot-2022-03-23-at-5.28.15-PM.png>

4. Tiffanie Smith (KNB Communications)

Brief Summary

Tiffanie is a motivated, dedicated, intelligent marketer who has an array of skills while mentoring the next generation of healthcare marketers. Her impressive leadership capabilities and expertise is what qualifies Tiffanie to be nominated for the Marketing Rising Star award.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

As a family member of someone who suffers from Autism, Tiffanie has shown constant enthusiasm in learning and gaining knowledge in the healthcare industry. Her ability to mentor our interns exhibits her passion to help college students reach their full potential in their careers.

Entry Details (max 3500 characters)

Tiffanie recently hosted the February #HITsm Twitter Chat that focused on bringing awareness to Black History Month. The chat caught the attention of healthcare influencers as it gained over 1 million impressions. In addition, Tiffanie led a Black History Month social media campaign for KNB that featured Black health facts and highlighted Black leaders in healthcare. As Beckers Hospital Review quoted Tiffanie on the power of diversity in healthcare, she hopes to continue to bring more awareness to this topic and make a difference in the healthcare marketing community.

By inspiring the next generation of healthcare marketing professionals, her passion and goal are to grow the intern program to prepare, teach and guide college students down the path of success in the healthcare industry.

Her amazing social skills and willingness to interact with other healthcare marketers/leaders are evident as she has joined virtual HITMC events and even agreed to represent KNB on the very successful Twitter chat mentioned above. She is a wonderful representative of our brand and is a true rising star in the marketing industry!

5. Abby Mayo (Matter)

Brief Summary

Abby just completed her first year in healthcare public relations after focusing the beginning of her career on hospitality and finance. She has done a remarkable job of applying her knowledge of those verticals into healthcare, teaching our team and our clients some valuable lessons and parallels.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

It is so incredibly timely and relevant to see a young person intuitively make connections between “disparate” industries to healthcare and show industry veterans how in 2022, healthcare is actively intersecting with principles of successful hospitality practices and is tied directly into finance.

Entry Details (max 3500 characters)

Beyond the overarching specifics mentioned in the above summary, Abby has also nearly single-handedly advanced a self-sustaining Social Media component upon “classic” Matter Health PR/Comms client programs. In the past year, we have seen a floodgate of requests from existing clients and nearly 100% of prospects wanting Social programs as a mandatory component. We are seeing the need both from a corporate perspective (company handles on Twitter and LI) as well as an individual/executive perspective (CEOs, CMOs, clinicians on the same channels as well as some Facebook/Instagram). Healthcare is ready for its social moment! While the Matter Health team has some people with decent Social chops who were helping clients somewhat ad hoc, Abby catalyzed the program components, leveraged her experience in hospitality and finance, and instantly became a leader within the team -- as a new employee!! Now, we actually have multiple Social Media Specialists on staff alongside the PR/Comms professionals. Abby has promoted to a Senior Account Executive role, where she is helping to continue leading and developing the Social programs, but also functioning as a “Classic SAE” on the PR/Comms side as well. Oh, and top of that, she's spearheading our Culture/Mentoring/Onboarding program alongside the Vice President. Given all this, and especially in the context of Matter Health achieving 99% growth last year, Abby is the absolute definition/personification of a Rising Star.