

Trapp Elected Vice President of Montana Healthcare Communications & Development Association

(Submitted by Madison Valley Medical Center Foundation and Montana Healthcare Communications & Development Association)

Christie Trapp, Executive Director Madison Valley Medical Center Foundation is elected Vice President of Montana Healthcare Communications & Development Association (MHCCDA) an affiliate society of the Montana Hospital Association.

The Montana Hospital Association (MHA) is an association whose members provide the full spectrum of health care services, including hospital inpatient and outpatient, skilled nursing facility, home health, hospice, physician, assisted living, senior housing and insurance services. Many not-for-profit acute care hospitals in Montana are a member, ranging from the smallest critical access hospitals providing primary care services in Montana's rural communities to some of the largest tertiary care hospitals in the state.

MHA offers a variety of services, including advocacy of members' interests with state and federal governmental agencies and legislative bodies, regulatory assistance, data products, education programs and communications. The MHA is the principal advocate for the interests of members in their efforts to improve the health status of the communities they serve. The Montana Healthcare Communications & Development Association, which Trapp will serve on, focuses on Public Relations & Marketing and Foundations.

Trapp's health care fundraising experience as Executive Director for the Madison Valley Medical Center Foundation and her background in global marketing and communications makes her an ideal executive for the Montana Healthcare Communications & Development Association. "Christie has been a valuable member for a number of years, and a willing participant who shares in all aspects of MHCCDA's annual conference. She brings the necessary drive and commitment to our Executive team," said Maggie Karas, President Montana Healthcare Communications & Development Association and Community Relations Coordinator & Public Information Officer for Beartooth Billings Clinic.

During her current position with the Madison Valley Medical Center Foundation, Trapp has developed more than \$6 Million in five years for the nonprofit. Trapp now joins two other Madison Valley Medical Center executives who have been recognized for their profession; Dr. R.D. Marks, Chief of Staff named Montana Family Physician of the Year in 2015 by the Montana Academy of Family Physicians, and John Bishop, CEO named by the Bozeman Daily Chronicle in 2015 as one of the Top 20 Business Professionals under the age of 40 in Southwest Montana.