

RENO HOME TO 'MARKETING PERSON OF THE YEAR'

Suzanne Hendery, MA, APR of Renown Health selected as 2020 Medigy HITMC Award Winner.



RENO, Nev. (July 1, 2020) – Every year, the Healthcare and IT Marketing Community (HITMC) honors the individuals and organizations who distinguished themselves over the past year. Nominations for the Awards are reviewed by a selection committee made up of industry veterans and only three are chosen as Honorees in each category. A panel of judges then evaluates the Honorees and a winner is chosen.

Suzanne Hendery, Chief Marketing, Public Affairs & Community Impact Officer for Renown Health has been selected as the 2020 'Marketing Person of the Year.'

"Suzanne Hendery of Renown Health is a deserving winner of a 2020 Medigy HITMC Award" said John Lynn, Chief Editor and Founder at Healthcare Scene, the company behind HITMC. "Together, the 2020 Award Winners are a shining example of the best in healthcare marketing. It is truly inspiring to see what happens when bright, passionate people work together."

The 2020 Medigy HITMC Awards are a celebration of outstanding achievement in marketing, PR and communications for healthcare and Health IT. It is a chance for the Healthcare and IT Marketing Community (HITMC) to come together and acknowledge the hard work and efforts of individuals, Health IT companies, healthcare providers and agencies.

"We at Renown Health are so proud of Suzanne and the entire Marketing & Communications team. They tell the stories of our health care heroes, engage with our community, and use communications to encourage people to improve their health and well-being," said Tony Slonim, MD, DrPH, president and CEO of Renown Health.

Ms. Hendery says, "Being able to distill the essence of our organization down to 2 words- 'hope' and 'determination'-is something that brings me such pride. I feel honored – and humbled – that Jim DeVolld and Rob Winkel of the Renown Board of Trustees; Dr. Tony Slonim, our CEO; and our lead physicians, nurses, team members and partners, all came together with our community to build the "Fight the Good Fight" campaign. This work gives us all the inspirational message of hope and determination during such an important time in our history."

Suzanne Hendery is the Chief Marketing, Communications & Community Impact Officer for Renown Health in Reno. Ms. Hendery earned her MA from the University of Connecticut, is a lecturer at Harvard University, a member of the American Marketing Association Health Care Executive Board, a member of the Public Relations Society of America, and serves on the Board of the Society for Healthcare Strategy and Market Development.

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About The HITMC Awards

HITMC is a community – bound together by a passion for and a love of PR, communications and marketing in healthcare and Health IT. The central idea behind HITMC is to bring together all the smart, innovative and hard-working healthcare professionals so that we can learn from each other. We enable this by creating a culture where sharing, mutual respect and lifting each other up is the norm. The annual HITMC Awards are an embodiment of this ethos. They are meant to celebrate the best individuals and organizations who have elevated healthcare marketing, PR and communications in the past year. For more information, visit www.hitmc.com/awards

About Renown Health

Renown Health is the region's largest, locally owned and governed, not-for-profit integrated healthcare network serving Nevada, Lake Tahoe and northeast California. With a diverse workforce of more than 7,000 employees, Renown has fostered a longstanding culture of excellence, determination and innovation. The organization



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comprises a trauma center, two acute care hospitals, a children's hospital, a rehabilitation hospital, a medical group and urgent care network, and the region's largest, locally owned not-for-profit insurance company, Hometown Health. Renown's institute model addresses social determinants of health and includes: Child Health, Behavioral Health & Addiction, Healthy Aging and Health Innovation. Clinical institutes include: Cancer, Heart and Vascular Health, Neurosciences and Robotic Surgery. Renown is currently enrolling participants in the world's largest community-based genetic population health study, the Healthy Nevada Project®. For more information, visit renown.org.