



Deborah Fullerton named Senior Vice President of Marketing, Communications and Consumerism

Deborah Fullerton has joined the Prisma Health Marketing and Communications team as Senior Vice President of Marketing, Communications and Consumerism. Her responsibilities include strategic leadership of branding, marketing, internal and external communications, and consumerism.

Deborah brings extensive health care experience to her new role. Most recently, she led the marketing and communications team at AMITA Health in Chicago, IL, a health care system comprised of three faith-based health systems with 15 acute care hospitals, four specialty hospitals, and more than 230 ambulatory sites. She was responsible for planning, developing and executing strategic marketing plans across the system, including market research, brand management, advertising, customer relationship marketing (CRM) databases, direct mail, web/digital marketing, social media, consumer engagement, media relations, corporate communications and community relations, as well as providing marketing support for population health, business development and team member engagement.