



New structure and processes announced for Marketing and Communications

Prisma Health Marketing and Communications has been reorganized from two departments in the Midlands and Upstate to one Prisma Health team. This reorganization is built upon a redesigned workflow across four major functional areas with newly appointed executive directors:

- Communications – Rebecca Gray
- Creative Content and Brand Management – Scottie Dye
- Marketing Insights and Analytics – Sally Foister
- Strategic Marketing – Allison Sanford

This team is designed and resourced to focus on the strategies and tactics that will help us meet our organization's goals — both in mindshare and market share. Achieving these goals requires a leaner, more efficient team with a new approach to marketing and communications – one that is focused on performance, return on investment (ROI) and the effective allocation of resources.

This starts with evaluating the work currently in process and how it fits within our organizational priorities. Realistically, this means that some projects will not continue, while others may need to be delivered in a different manner. This approach to workflow redesign is no different from what our clinical partners are engaging in every day as they strive to provide the right care, at the right place, and at the right time. In addition, other support areas are undergoing this same process and workflow transformation.

The Prisma Health Marketing and Communications team is being as proactive as possible to connect with key business partners to understand current projects and your immediate needs. This will be important information as priorities are identified and our new workflow begins. Please be patient as we move from the existing way of doing our work to this new way.

Please reach out to Rebecca, Scottie, Sally or Allison with questions or comments about our new, redesigned department. Thank you for your attention and engagement as we continue on our journey to One Prisma Health.