

Caroline Isemann, APR, Honored by PRSA Health Academy for “Not Missing a Beat” during a Global Pandemic

Isemann Recognized with PRSA Health Academy 2021 Excellence in Public Relations Award

NEW YORK (Dec. 7, 2021) – Despite an unprecedented year in health care amidst a global pandemic, Caroline Isemann, APR, remained dedicated to providing the same steadfast communications guidance and support to which she’s dedicated her career. For this, the PRSA Health Academy recognizes Isemann as the recipient of the PRSA Health Academy 2021 Excellence in Public Relations Award.

For more than a decade, Isemann has been involved in health care communications. She served as community director for the March of Dimes and as a senior communications specialist with Our Lady of the Lake Regional Medical Center in Baton Rouge, Louisiana. Just as the COVID-19 pandemic swept the globe, she joined Woman’s Hospital in Baton Rouge.

Throughout the pandemic, Isemann has garnered significant positive earned media for the hospital, its staff and its services. She continues to manage strategy for internal and external communications, working closely with the CEO to navigate sensitive issues with multiple audiences.

“We know it’s been a challenging time for all people in healthcare,” said Dennis Wilson, Jr., 2021 chair of the PRSA Health Academy Section and a member of the award review committee. “As we read through Caroline’s nominations, we were humbled by the personal dedication and leadership she’s brought to those in her community and beyond. She is an inspiration to all those working in health care communications to move forward the challenging work of helping our communities.”

Even with the challenges she faced over the past year, Isemann completed the process of earning her Accreditation in Public Relations (APR) and served as president of the local Public Relations Association of Louisiana chapter.

Isemann was nominated for the award by several colleagues and peers from the Baton Rouge area. Across all the letters of recommendation, Isemann’s ability to pivot, build teams and nurture talents were consistent messages.

Nominees were evaluated in three areas: leaders who advance and elevate the practice of health care public relations; facilitate the discovery of innovative strategies and tools; and represent enrichment, leadership and excellence in their practice of public relations.

“Caroline brings enthusiasm and optimism, along with a healthy dose of reality, to the rollercoaster of PR,” said colleague Amiee Goforth, executive director of strategic initiatives,

marketing and communications at Woman’s Hospital. “It is a privilege and inspiration to work alongside someone who is dedicated to consistently working, learning and improving.”

While the award is typically presented in person during PRSA Health Academy’s annual conference, concerns around COVID-19 limited the ability to present the award in person. Isemann was recognized during a Virtual Happy Hour event Dec. 7, allowing academy members and her colleagues to watch online.

“Just to be named a finalist and in the company of three other seasoned professionals was an honor in itself,” said Isemann. “This past year was certainly one of the most difficult of my career, but also one of the most rewarding because of the challenges we had to overcome in healthcare. To know that my industry peers – who have faced and overcome similar adversities throughout the pandemic – selected me for this recognition makes it incredibly special and meaningful.”

Read more about Isemann and the other three finalists – Dennis Tartaglia with Tartaglia Communications, Elizabeth Chentland with the Lutheran School of Theology at Chicago, and Daron Cowley with Intermountain Healthcare – on the [PRSA Health Academy website](#).

About the PRSA Health Academy

The Health Academy Section represents public relations and communication professionals who serve the health industry. With nearly 700 members, this specialized community has access to the latest best practices and industry trend and features an annual conference that always features national-interest speakers and emerging trends in healthcare PR. Additionally, the PRSA Health Academy provides educational and career development opportunities through ongoing teleseminars, and provides a forum for professionals to discuss and share best practices in order to stay current and connected.

About PRSA

The Public Relations Society of America (PRSA) is the nation’s leading professional organization serving the communications community. PRSA is the principal advocate for industry excellence and ethical conduct and provides members lifelong learning opportunities and leading-edge resources to enhance professional connections and support them at every stage of their career. With nearly 30,000 members, PRSA is collectively represented by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA). For more information, please visit www.prsa.org.

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