



FOR IMMEDIATE RELEASE

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--Sizzling Hot: A Health Care Communications Convergence Slated for April 24 to 26 in Phoenix--

NEW YORK, NEW YORK—The Health Academy Section of the Public Relations Society of America (PRSA) will host “Sizzling Hot: A Health Care Communications Convergence,” from Wednesday to Friday, April 24 to 26, in Phoenix at the Sheraton Grand. The three-day conference is specially designed to present the emerging challenges and opportunities arising in today’s rapidly changing health care communications landscape.

Featured speakers include Lulu Miller, contributing editor and co-founder of the NPR program, “Invisibilia,” who will present “Telling Your Health Care Story,” and Tracey D. Brown, MBA, BChE, Chief Executive Officer, American Diabetes Association® (ADA), who will deliver a keynote session entitled, “Making the Connection: How Health Care Communicators Can Lead and Effectively Promote and Breathe Life Into Their Brand.”

“Each year, the Health Academy’s national conference offers health care communicators outstanding programming from a range of health care related organizations, and we are especially excited to have both Lulu Miller and Tracey Brown share their insights and expertise,” says Jennifer Smith, APR, Chair of the Health Academy Executive Committee and Director of Corporate Communications at Broward Health in Florida. “Whether you work for a hospital or health care system, pharma, medical device, biotech, long-term care, or government health agency, the intellectual exchange provided through the various sessions, as well as the unique opportunities for networking and vendor engagement, truly makes this conference a sizzling hot destination.”

For more information or to register, visit <http://apps.prsa.org/Conferences/HealthAcademy/>. Sponsorships opportunities are also available.

The Health Academy Section represents public relations and communication professionals who serve the healthcare industry. With nearly 900 members, this specialized community has access to the latest best practices and industry trends and features an annual conference that highlights national-interest speakers and emerging trends in healthcare PR. Additionally, the Health Academy provides educational and career development opportunities through ongoing teleseminars, webinars and provides a forum for professionals to discuss and share best practices in order to stay current and connected.

About the Public Relations Society of America

PRSA is the nation’s largest professional organization serving the communications community. The organization’s mission is to make communications professionals smarter, better prepared and more connected through all stages of their career. PRSA achieves this by offering its members thought leadership, innovative lifelong learning opportunities to help them develop new skills, enhance their credibility and connect with a strong network of professionals. The organization sets the standards of professional

excellence and ethical conduct for the public relations industry. PRSA collectively represents more than 30,000 members consisting of communications professionals spanning every industry sector nationwide and college and university students who encompass the Public Relations Student Society of America (PRSSA). Learn more about PRSA at <https://www.prsa.org>.

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