

Specialist in Engaging Your Participants & Igniting Your Conference.

*Dynamic Programs and Content that Speak to the Heart
of the Health Care Issues that are Important to You!*



Michelle founded Impact! Communications, Inc., in 1989, a leader in health care strategy and communications. Impact's focus includes academic, for-profit, Critical Access and Rural Hospitals, clinics, primary and specialty care provider practices, as well as organizations and associations serving the health care sector. Their work across the U.S. includes strengthening hospital identity and brand, engaging community stakeholders and strategic partners, identifying opportunities to decrease outmigration, improving internal culture, communications, and customer service across service lines and practices, as well as providing transformative professional development that inspires positive change.



MICHELLE RATHMAN

Strategist / Speaker / Facilitator / Thought Partner

Over the years, she and her team have logged hundreds of hours conducting front-line observations to give executives straightforward insight and a window into the unconscious behaviors (however unintentional) that drive complaints and concerns. Michelle's unique facilitated process introduces a variety of innovative tools and approaches to help hospitals gain market share across the payer mix spectrum, and community support when it is needed most; particularly in the ballot box or the court of public opinion. Michelle is the author of *The Saybook*, a customer service handbook for hospitals, and *The Art of Stakeholder Engagement*, a topic she frequently speaks about at health industry conferences. To date, she has facilitated over 5,000 hours of leadership, staff, board, group retreats, and education sessions in every region of the country.

She and her team have won several awards for a variety of their community and staff engagement campaigns and programs. In 2009, Michelle wrote and produced an educational documentary about Critical Access Hospitals and the vital role they play in our

nation's health care delivery system, and, she was a contributor to HRSA's Critical Access Hospital Replacement Manual on the subjects of staff, community and media engagement. Michelle and her team are also thought-partners engaged with the National Organization of State Offices of Rural Health (NOSORH), the member organization for the 50 State Offices of Rural Health, providing strategy and structure aimed at transforming National Rural Health Day into a sustainable movement.

Professional experience aside, Michelle is a cancer survivor. Her experience as a patient was the catalyst for shifting her company's focus from publishing and public relations to health care in 1997. Improving health care culture and communication for both caregivers and receivers is her calling and passion. She hopes to provide health care leaders and their teams with new and valuable insight into the patient's perspective and explore what can be done to ensure that no other person will experience what she endured on an operating room table.