



Minnesota Hospital Association

FOR IMMEDIATE RELEASE

New communications director joins Minnesota Hospital Association

Janice Hennings has background in health care, public relations



ST. PAUL, Minn. (Dec. 1, 2008) — A new director of communications joined the Minnesota Hospital Association last month.

Janice Hennings, APR, has assumed primary responsibility for implementing and managing MHA's communications plan, media strategies, Web presence and public relations activities.

Hennings comes to MHA with communications, public relations and marketing experience in both hospital and health plan settings, association President Lawrence Massa said.

"Jan has a strong background in strategic communications and brings a track record of success to MHA," he said. "We are pleased to have someone with more than 12 years of experience in health care and demonstrated

leadership in her field join our team."

Most recently, Hennings was a senior public relations consultant for Blue Cross and Blue Shield of Minnesota, where she managed pharmacy issues, medical policy issues, provider reimbursement, e-visits/telemedicine and Blue Cross' campus development in Eagan and on the Iron Range.

Hennings also served for six years as a senior public relations coordinator at Fairview Health Services. There, she was responsible for administrative, management and

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physician activities. She also directed strategic public relations and marketing initiatives with employee, physician and community programs.

In another role, Hennings was marketing manager for the YMCAs of Minneapolis and St. Paul. In that position, she led projects including market research and evaluation, sales and customer service training and special events.

Hennings is vice president of the Minnesota chapter of the Public Relations Society of America, and she is also a member of PRSA's Health Academy. She has served as a volunteer board member for the Minnesota Valley YMCA and the Minnesota Music Academy, and she was co-chair of the communications committee of the Minnesota Council of Health Plans.

Hennings earned her bachelor's degree from the University of Minnesota – Twin Cities.

She may be reached at (651) 603-3549, (800) 462-5393; (612) 804-2250 (cell) or jhennings@mnhospitals.org.

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The Minnesota Hospital Association is a trade association representing Minnesota hospitals and health systems.