

Pauline Mayer

Pauline Mayer has extensive experience in managing and promoting advocacy issues in healthcare and for companies that provide services to the healthcare industry. Pauline is experienced and knowledgeable on hospital/physician political and advocacy matters and has helped facilitate public awareness on regulatory issues. She is former Director of Public Affairs for the Nassau-Suffolk Hospital Council, Inc., a trade association representing 24 not-for-profit community and governmental hospitals on Long Island (including North Shore-Long Island Jewish Health System, University Medical Center at Stony Brook, Catholic Health Services of Long Island, Peconic Health System and Veterans Affairs Medical Center).

In addition, she was the Editor of *NY & LI Hospital and Health News*, a publication of the Nassau-Suffolk Hospital Council that was distributed to healthcare executives, providers, legislators, nursing home/sub acute care facilities, etc.

Ms. Mayer also served as Director of Communications & Marketing for St. Charles Hospital and Rehabilitation Center (Port Jefferson, NY) where she was responsible for the reorganization of their public relations offices and where she participated in their turnaround process.

Pauline's talents include strategizing and pitching to the media on healthcare and advocacy-related issues. Throughout her career, she has coordinated and organized press conferences, educational programming and medical conventions. In addition, she has written at length on physician profiles, advocacy matters, trends in clinical research, etc.

Pauline currently writes articles for *Newscast* (a publication of the Healthcare Financial Management Association of New York), *Healthcare IT Strategist* (Aspen Publishing) *Hospital Newspaper* and *Internet Medicine* as well as other industry newsletters.