



Patti Miller

A proven marketing and communications executive who leads and empowers teams for creativity, efficiency, and results in brand establishment, B2B and B2C relationship growth synergies, digital marketing strategy, SEO/SEM, multi-channel campaign development, social media, and reputation management.

Experience

Empyrean Hospice / Highlights Healthcare Chief Marketing Officer / Vice President of Marketing

December 2022 - present

Built and implemented brand identities, processes, platforms, and department for marketing and recruiting for two healthcare ventures: an autism services provider (2021) and hospice care provider (2023). Created all brand visuals, messaging, digital marketing / profiles / presence, collateral, outreach strategies, and recruiting structures.

Gentiva (aka Kindred Hospice / Kindred at Home / Curo Health) Vice President of Marketing

January 2018 – December 2022

Led hospice division marketing and communications team - 375 sites in 35 states serving 22,828+ patients daily (2021 census). Brand strategy and analysis, development and implementation of broad and specific multi-channel campaigns including digital marketing, social media, and traditional channels for collateral, field support, and events. Created strategies for 1000+ sales team as well as clinical operations and departmental materials.

M & C Inc.

Marketing and Communications Consulting

February 2005 - Present

Carolinas Healthcare System (Advocate Health aka Atrium Health) Oncology Division Marketing and Outreach Specialist

August 2002 – January 2009


Blumenthal Performing Arts Center

Director of Marketing, July 1999 – August 2002

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Education

Otterbein University

Westerville, Ohio
Bachelor of Fine Arts, 1994