

Mark B. Cohen

Speaker Introduction

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Strategic Communications Consultant/Cohen-Fyfe Communications

After a dozen years publishing the leading daily news and issues briefing for hospice decision makers, *Hospice News Today*, Mark Cohen continues to provide strategic communications counsel to a number of hospices as well as vendors serving hospice and palliative care providers.

Mark's hospice career has included communications leadership positions with Caring Foundations and Vitas Healthcare. He also served as chief spokesperson for Jackson Memorial Hospital, Miami, Wuesthoff Health System in Brevard County, Florida, and the Cleveland Clinic Foundation in Ohio.

Before moving to healthcare, Mark worked in banking and politics and government, including four years in the Jimmy Carter White House.

As a leader in healthcare communications, Mark served six years on the Board of Directors of the Society for Healthcare Strategy & Market Development of the American Hospital Association. He is a past Chairman of the Public Relations Committee of the Ohio Hospital Association and a longtime Board member and past President of the Florida Society for Healthcare Public Relations & Marketing.