

Contact

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Top Skills

Crisis Communications
Corporate Communications
Blogging

Heather Nahas

Director of Marketing and Communications
Des Moines, Iowa Area

Summary

UnityPoint Health is the nation's fourteenth largest nonprofit and fourth largest nondenominational health system, providing more than 4.5 million patient visits for people in communities across Iowa, Illinois and Wisconsin. Serving as the system's integrated medical group, UnityPoint Clinic provides a network of nearly 1200 primary care and specialty physicians and advanced practitioners offering quality health care services at more than 280 clinic locations. UnityPoint at Home works together with its affiliated physicians, clinics and hospitals to coordinate the services and support necessary for patients to continue their care at home. Services include adult and pediatric nursing care, rehabilitation therapy, infusion therapy, respiratory therapy, palliative care, hospice and home medical equipment services.

Experience

UnityPoint Health

Director of Marketing and Communications, UnityPoint Clinic & UnityPoint at Home
July 2010 - Present

Plan, implement and provide leadership for all marketing and communications activities which advance the strategic priorities of UnityPoint Clinic and UnityPoint at Home. Responsibilities include oversight of online marketing, content development, advertising, relationship marketing, public relations, internal relations, employee communications, provider communications and more. Provide strategic marketing and communications support for key business initiatives. Participated on leadership team to develop and implement system-wide re-branding from Iowa Health System to UnityPoint Health in April 2013. Directed all re-branding efforts for UnityPoint Clinic and UnityPoint at Home.

Buzz PR

Owner/Public Relations Consultant
July 2000 - July 2010 (10 years 1 month)

Developed creative public relations strategies to generate awareness of clients' products, services and events. Clients included U-Line Corporation (premium appliance brand), IMT Des Moines Marathon, Drake University, Midwest Aesthetics Plastic Surgery and Medical Spa, and others.

Cramer-Krasselt, Milwaukee

Senior Account Executive, Public Relations
December 1998 - July 2000 (1 year 8 months)

Nelson & Schmidt Marketing Communications, Milwaukee

Account Executive, Public Relations
June 1997 - December 1998 (1 year 7 months)

Drake University, Des Moines

Assistant Director, Alumni and Parent Programs
January 1996 - December 1996 (1 year)

Younkers

Senior Copywriter/Editor, Corporate Advertising
November 1993 - December 1995 (2 years 2 months)

Education

University of Iowa

BA, Communication Studies · (1989 - 1993)