

# ALAN SHOEBRIDGE

503-806-7207 — ashoebridge41@gmail.com — linkedin.com/in/shoebridge — alanshoebridge.com



## SHORT BIOGRAPHY

Alan Shoebridge is the director of marketing and communications for Salinas Valley Memorial Healthcare System. He has also held senior marketing and communication leadership roles at Kaiser Permanente and Providence St. Joseph Health, two of the nation's largest healthcare providers.

Alan has more than 15 years of direct marketing and communication experience for healthcare and medical insurance organizations with a focus on marketing plan development, advertising, messaging, research and other areas. He has also worked as a newspaper reporter and in public relations. Alan earned his BA in English from the University of Oregon.

---

## PUBLICATIONS

- **2020: Don't You Forget About Gen X: One Generation's Crucial Role in Healthcare; book co-author; available on Amazon 11/2/2020**
- April 2020 eHealthcare Strategy & Trends magazine: "Your Regular Marketing Plan Is Out the Window Right Now. Do This Instead."
- May 2020 issue of Spectrum Magazine: "Client-partner Relationships: 3 Tips for Success on Both Sides."
- July 2019 issue of True North Custom magazine: "Marketing Healthcare Services to Generation X."
- Spring 2017 issue of Spectrum Magazine: "Leaders speak out on issues that matter"
- June 2015 issue of TD Magazine - Association for Talent Development; bylined author: "Cohesion, Collaboration, and Communication in Healthcare"
- November 2019 featured expert In Healthcare Success Strategies' article and podcast: "Survive and thrive during healthcare M&A activity."
- February 2018 podcast guest with Hirsch Healthcare Consulting: "Trends In Hospital and Health System Marketing in a Rapidly Consolidating Industry."
- September 2016 featured expert In Healthcare Success Strategies' article and podcast: "Healthcare is Changing and Your Marketing Communications Department Must Change Too."
- August 2013 featured expert In Healthcare Success Strategies' article and podcast: "White coat syndrome: Why marketing professionals have it and how to cure it."
- October 2011 issue of Ragan's Healthcare Communications News; featured article expert: "What do patients really want? Well, ask them."

## MEDIA

- October 2020 SymphonyRM LinkedIn Live featured guest: "Firing on All Cylinders: Multichannel Done Right."
- September 2020 podcast guest with The No Normal Show by ReviveHealth: "Creating a Marketing Plan for 2021 During a Pandemic."
- September 2020 podcast guest with Becker's Healthcare Podcast: "What marketers must do now."
- July 2020 podcast guest with This Week in Health Tech: "How to change patient engagement and digital strategy during a pandemic."
- January 2020 podcast guest with SHSMD Insights: "Making A Successful Mid-Career Transition In Health Care Leadership."
- August 2020 Scorpion Healthcare Webinar; featured panelist: "COVID-19 Communications, Marketing and Strategy Panel Discussion."
- 2019 NESHCO Conference; co-presenter: "Don't you forget about me - understanding the role of Gen X."
- 2018 SHSMD Connections National Annual Conference; co-presenter: "Surviving and thriving during mergers and acquisitions."
- 2016 SHSMD Connections National Annual Conference; co-presenter: "Evolution or revolution: Your marketing and communication department must change"
- 2011 Healthcare Communicators of Oregon Fall Conference; keynote speaker

## PRESENTATIONS

Video, audio and links to publications available at [alanshoebridge.com](http://alanshoebridge.com).