

J. CLINTON WEAVER, MBA

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“Leading marketing communications and public relations through strategic planning, creative execution and analysis”

CAREER HIGHLIGHTS

- 20+ years of marketing, communications, and public relations experience with a strong background in hospitals, healthcare systems and academic medical centers; experience managing teams of 17-30 and budgets up to \$7.6M
- Received the nation’s top award for healthcare advertising excellence four times, most recently in 2019
- Drove statistically significant changes in market awareness and preference for all service lines at Stony Brook Medicine from 2009 – 2013
- Surpassed Memorial Sloan Kettering for consumer preference for cancer care in 2020
- Surpassed St. Francis The Heart Center for consumer preference for heart care in 2020
- Developed and managed two major rebranding initiatives for two large health systems in 2007 and 2012
- Developed and launched a cross-functional and multi-channel marketing campaign for Cape Fear Valley Medical Center that recruited a net gain of 121 nurses in 100 days

CORE COMPETENCIES

Marketing Plans & Advertising Plans | Budget Oversight | Media Plans | Blogs | Website Content
Social Media | Executive Communications | Internal Communications | Crisis Communications
Media Relations | Physician Relations | Digital Campaigns | Measurement, Tracking & Data Analysis

EXPERIENCE

UNC HUSSMAN SCHOOL OF JOURNALISM AND MEDIA, Chapel Hill, NC 2024 – Present

Adjunct Faculty Instructor

- Teaching undergraduate capstone courses in health communications, advertising campaigns

CENTRAL CAROLINA HOSPITAL, Sanford, NC 2023 – Present

Marketing & Communications Manager

- Manage all internal and external communications for 137-bed Duke LifePoint Health hospital
- Serve on senior executive leadership team and manage executive communications
- Develop annual marketing plans, with quarterly progress reviews
- Implemented new Instagram account and directly manage all social media channels for hospital, including Facebook, Instagram, LinkedIn and Lifepoint’s FirstUp app for internal communications
- Partner with community agencies to expand hospital’s community visibility, including Sanford Spinners baseball team, downtown farmer’s market, local civic clubs, with three-year term on Chamber of Commerce Advisory Board
- Developed new “Connections” marketing campaign to promote 11 physician practices serving Lee County

STONY BROOK MEDICINE, Stony Brook, NY 2010 – 2021

Senior Director of Strategic Communications (January 2020 – October 2021)

- Administrative management of marketing relationships for two affiliated hospitals (Stony Brook Southampton Hospital and Stony Brook Eastern Long Island Hospital)
- Executive communications for Stony Brook Medicine, including Stony Brook University Hospital CEO and Dean of the Renaissance School of Medicine at Stony Brook University. School of Medicine communications
- Wrote monthly blog and coordinated bimonthly “Day in the Life” series for hospital CEO
- Coordinated development of marketing plans for East End hospitals and major service lines
- Developed brand name architecture for medical enterprise, including physician network, Health Science Schools and faculty practice plans
- Managed marketing campaigns for Stony Brook Medicine brand, including SBM master brand, Center for Musculoskeletal Health, Healthgrades awards, LGBTQ healthcare needs survey
- Managed and chaired RFP process for selection of new advertising agency
- Coordinated response on crisis issues, including managed care contracts, Leapfrog ratings, hospital security issues
- Managed 40th anniversary celebration for Stony Brook University Hospital

Senior Director of Public Affairs and Marketing (November 2010 – December 2019)

- Management of \$7.6M marketing/advertising budget and marketing/community relations staff of 18 FTEs for multi-

hospital health system, including School of Medicine

- Created new master brand for organization (Stony Brook Medicine)
- Redesigned corporate website, launched major rebranding campaign (2012, 2018)
- Received national Best of Show honors, Healthcare Marketing Report (2012, 2015, 2019)
- Achieved all-time high in consumer preference for Stony Brook Medicine brand in Suffolk County (2020)
- Surpassed Memorial Sloan Kettering in consumer preference for cancer care (2020)
- Surpassed St. Francis The Heart Hospital in consumer preference for heart care (2020)
- Achieved 7 percent increase in preference for Stony Brook Children's Hospital (2017 to 2020)
- Surpassed Cohen Children's Hospital in consumer awareness of children's hospital (2020) Achieved statistically significant increase in consumer preference for every major service line (2009 to 2013)
- Achieved 6.1 percent increase in overall consumer household preference in primary market, with 8.9 percent increase in preference for Heart, 8.5 percent increase in preference for Cancer, 9.1 percent increase in preference for Neuro and 17.8 percent increase in preference for Pediatrics (2009 to 2017)
- Achieved 9 percent increase in awareness of Stony Brook Children's Hospital (2013 to 2017)
- Achieved market share gains for 13 out of 15 service lines, including 2.8 percent increase for cancer, 4 percent increase for cardiology, 5.9 percent for open heart surgery, 5.4 percent increase for pediatrics and 6.2 percent increase for neonatology (2010 to 2015)
- Oversaw development of website content, with 50 percent increase in page views and 47 percent increase in unique visitors for Stony Brook Medicine website, along with 40 percent increase in page views and 34 percent increase in unique visitors for Stony Brook Children's website (2017 to 2019)
- Oversaw development of social media channels for Stony Brook Medicine, with 22 percent growth in Facebook followers, 31 percent growth in Twitter followers, 42 percent growth in LinkedIn followers (2018 to 2019)
- Oversaw development of social media channels for Stony Brook Children's, with 10 percent growth in Facebook followers, 36 percent growth in Twitter followers (2018 to 2019)
- Developed community relations, media relations, marketing plans
- Successfully placed news stories in national media (Good Morning America, Yahoo.com, FOX News) and New York City media (CBS, ABC, NBC, Fox)
- Implemented new internal communications tools (email physician newsletter, email employee newsletter, Daily Huddles, desktop images)
- Implemented Stony Brook Roundtable for improved stakeholder relations
- Developed and implemented Healthier U employee wellness initiative

GEISINGER HEALTH SYSTEM, Wilkes-Barre, PA

2009 – 2010

Senior Director of Public Relations

- Direct management responsibility for 3 FTEs, with responsibility for PR in Northeastern and Central Pennsylvania hubs; marketing, public relations and media relations for hospitals and physician practices in Northeastern Pennsylvania hub
- Coordinated development of video production regarding enhancements made at Geisinger South campus
- Developed and implemented plan to centralize and reduce sponsorship advertising budget for Northeastern Pennsylvania hospitals
- Developed PowerPoint presentation to educate community and civic groups regarding new services and facilities in Northeastern Pennsylvania hub

CAPE FEAR VALLEY HEALTH SYSTEM, Fayetteville, NC

1987 – 2009

Director of Marketing & Outreach (1993 – 2009)

- Managed a \$2.9 million marketing/advertising and call center budget, marketing/public relations staff of 12-17 FTEs and call center staff of 16 FTEs.
- Developed and implemented annual Marketing, Public Relations and Outreach plans based on analysis of markets and market share data
- Coordinated branding/image marketing campaigns that resulted in 24% increase in unaided brand awareness from 1998 to 2005
- Achieved highest advertising recall among hospitals in primary and secondary market, with 96% unaided recall in primary market in 2006
- Achieved statistically significant 6% improvement in perceptions of Heart & Vascular Center from 1998 to 2005
- Coordinated Chest Pain Center advertising campaign that resulted in 244% increase in patients presenting to Emergency Department with chest pain symptoms in 2005
- Completed system-wide re-branding initiative in 2006, with new logos and signage for all system properties
- Coordinated PR for major hospital acquisitions in 1999 and 2008

- Achieved Top 5% nationally in communications as measured by employee satisfaction survey conducted by HR Solutions in 2005
- Achieved 95%+ favorable/neutral publicity in local newspaper coverage as measured through internal publicity tracking system
- Coordinated marketing for successful “100 Nurses in 100 Days” campaign in 2002, resulting in net gain of 121 nurses in 100 days
- Created in-house advertising agency to reduce costs and improve efficiency of marketing and PR functions, achieving 12th percentile in marketing expenses
- Developed and launched 24-hour CareLink call center in 1998, which handles 475,000 calls annually
- Coordinated grand openings of \$37 million and \$150 million hospital expansion projects
- Created Public Affairs Council for community-wide response to bioterrorism or other public health emergencies, with community hotline for responding to questions/concerns during disasters
- Chaired Performance Improvement committee for improving staff communications, achieving “best practice” commendation from Joint Commission survey team.
- Created innovative patient safety hotline for patients, families, and employees to report safety concerns
- Created acclaimed marketing campaign to promote effective staff handoff communications using SBARR (Situation, Background, Assessment, Recommendation and Readback)
- Developed new mission, vision and values and coordinated rollout
- Created and implemented Take Charge of Your Health, an innovative minority health initiative targeting health disparities of the African-American community
- Initiated and chaired most successful fundraiser in health system history, the LB Floyd Dogwood Children’s Classic, raising \$250,000 in five years

Previous role: Public Relations Director (1987 – 1993)

EDUCATION & CERTIFICATIONS

Fayetteville State University

MBA – Healthcare Concentration (4.0 GPA)

The University of North Carolina at Chapel Hill

BA – Journalism

Cornell University

Certificate – Social Media Marketing (eCornell, 2022)

PROFESSIONAL HONORS

- Carolinas Healthcare Public Relations & Marketing Society, John L. Thomason award for professional excellence in public relations and outstanding community service, 2005
- Better Health of Cumberland County, Ruth Peters Award for Volunteer Service, 1995

AWARDS & RECOGNITION

- National Best of Show, Healthcare Marketing Report, 1993, 2012, 2015 and 2019
- Regional Best of Show, ADDY Awards, 2015 (Georgia, Alabama, Mississippi, Tennessee, Louisiana)
- Healthcare Marketing Report, 69 awards, 1993-2020 (including Best of Show, 1993, 2012, 2015, 2019)
- Aster Awards for Medical Marketing, 23 awards, 2011-2020
- Graphis Awards for Design/Art Illustration, 3 awards, 2018-2019
- American Health + Wellness Design Awards from Graphic Design USA, 5 awards, 2019
- District 7 ADDY Awards, 4 awards, 2015 (including Best of Show)
- MarCom Awards, 7 awards, 2017-2019, Stony Brook Southampton Hospital Cath Lab radio spot (platinum) and print ad (gold), Stony Brook Southampton Hospital EP Lab print ad (platinum), Stony Brook Southampton Hospital PET Scan print ad (platinum), Phillips Family Cancer Center TV spot and radio spot (platinum), Stony Brook Southampton Hospital Cath Lab radio spot (gold)
- Communication Arts 2014 Award of Excellence, Stony Brook Children’s advertising campaign
- Profiles in Healthcare Marketing, Second Place, Annual Reports, 2001
- Telly Awards, National Finalist, 1995
- Carolinas Healthcare Public Relations and Marketing Society, 69 awards, 1987-2009
- Fayetteville ADDY Awards, 23 awards, 1993-2001 (Best of Show, 1995 and 1996)

PUBLICATIONS

- Kids Engage in Jocular Banter. Result: Stony Brook Children's Hospital Builds Awareness and Preference for Its Serious Approach to Medicine; *Strategic Healthcare Marketing (strategichcmarketing.com)* – March 2017
- It's The Idea At Stony Brook Medicine; *Healthcare Marketing Report magazine* – November 2013