



MELISSA NEAL
SENIOR PROGRAM SPECIALIST
AND HOSPITAL STRATEGIST
561.544.2019
MNEAL@SPIRITOFWOMEN.COM

Think of me as your Spirit partner.

It's always easier to work with someone you know so let me introduce myself and share how I'll work to help you succeed. My focus is to ensure that you have all you need to maximize Spirit of Women at your hospital and attain the goals you desire.

EXPERIENCE

Melissa Neal, Program and Hospital Strategist for Spirit of Women, assists new and existing hospitals in the implementation and execution of programs to fit into the organizations overall strategic compass. Fostering relationships with her clients and witnessing these educational programs turn into strategic vehicles for physicians, executive leadership and the entire hospital, all while changing the health of communities around the country, is what Melissa holds as her personal goal and passion with each client.

Melissa began her work with Spirit of Women nearly 4 years ago as the Spirit program coordinator at a member hospital in North Carolina. Melissa successfully implemented, managed and grew the program to include physician champions and noticed an increase in marketshare in women's services. Her previous experience consists of nearly 5 years of experience in healthcare marketing and public relations.

WHAT I DO

My primary role is to be your access point to benefits, services and strategic solutions available from Spirit of Women. My primary responsibility is to help you translate benefits into usable tools that work within your unique environment to drive your specific goals.

COUNT ON ME TO:

- Act as the hub for all activity between you and Spirit of Women, bringing together the full force of our resources to power your Spirit program.
- Work one-on-one with you to implement your plan for strategically using Spirit of Women tactics to drive your hospital's goals.
- Address your questions, concerns and suggestions as they arise as well as manage the numerous things that are not listed here but that are important to you and your success.
- Learn more about you, your goals, your environment and your preferences to provide individualized support which will allow us to work optimally together.
- Help you manage your Spirit of Women program to become the women's health resource in the community that will change the way healthcare is delivered to women and their families. This will create community loyalty that will in turn positively affect the hospital's bottom line.
- Be your ambassador and friend at Spirit of Women, whose primary goal is to help you achieve your goals. I am always available for assistance in strategizing, program planning, problem solving, communication and creative implementation methods.

Spirit