

Angie Boyd-Chambers

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Executive Profile

Executive level communications expert offering strategic planning and cross-cultural team management skills. High-energy, purposeful leader with an entrepreneurial attitude.

Skills and Strengths

Strategic Planning	Positivity
Crisis Communications	Consistency
Team Leadership	Arranger
Achiever	Intuitive
Market Research and Analysis	Initiative-taking

Core Accomplishments

- Online scheduling for physician visits grew over 120% with 48% being new patients to the health system.
- Physician call center volumes increased 167%.
- Re-branded Saint Thomas Medical Partners, 103 physician practices spread across 32 counties.
- New physician care centers exceeded budget month over month and had over 20% new patient volumes to the Saint Thomas Health system.
- Directed the re-brand of the largest non-profit, faith-based health system by creating a unified identity to bring all hospitals and ancillary services under one common name.
- Led a market who was the thought leader with new initiatives that have been adopted throughout all of Ascension.
 - Call rail tracking numbers, email, direct mail, physician profile videos, physician onboarding process, thought leadership, monthly performance and ROI report.
- Athena International Honoree, Middle Tennessee State University Mass Communications Hall of Fame, Rising Star for Rutherford Cable.

Professional Experience

Boyd-Chambers Communications, Nashville, TN

Founder and President

October 2018 – Current

Launched a boutique communications firm to leverage my expertise in meeting the needs of companies wanting to accelerate growth. Drawing upon my deep knowledge of marketing best practices, along with my ability to identify critical market growth opportunities, I provide insight, guidance, strategy and solutions to a range of companies. Clients include a range of industries, sizes and growth stages.

Saint Thomas Health-Ascension, Nashville, TN

Chief Marketing and Communications Officer

01/2017 to October 2018

Saint Thomas Health consists of nine hospitals and a comprehensive network of affiliated ventures in diagnostics, cardiac services, ambulatory surgery, rehab facilities and 103 physician practices throughout Middle Tennessee and Southern Kentucky. Saint Thomas Health is a part of Ascension, the largest non-profit healthcare provider in the United States.

- Set the marketing strategy in collaboration with strategy, service line VP's and hospital CEO's, to build and implement key strategic initiatives that support growth in the Tennessee market
- On team who developed marketing campaigns and strategic initiatives for Ascension
- Led a successful and growing team for: public relations, email marketing, digital marketing, direct mail, website, internal communications, thought leadership, multi-channel campaign creative
- Identify, evaluate, develop, and support implementation of new programs, existing programs, and business relationships, to drive desired growth and enhance overall effectiveness with physician relationships, community partnerships, and to further the Saint Thomas Health and Ascension Mission
- With marketing and communication team member collaboration, build and implement an integrated monthly tactical plan that supports all yearly initiatives
- Evaluate monthly ROI to ensure marketing efforts are producing results and supporting the overall goals and initiatives of Saint Thomas Health and Ascension

Saint Thomas Health-Ascension, Nashville, TN

Senior Director of Corporate Marketing and Communications

09/2015 to 12/2016

Managing Director of Marketing and Communications

04/2014 to 09/2015

- Oversaw associates responsible for brand journalism and media/public relations, digital and traditional marketing, physician marketing and communications, strategic partnerships and internal communications
- Collaborated with executives and key stakeholders to develop and execute comprehensive and integrated marketing and communication plans that support the ministries strategic initiatives

Saint Thomas Health-Ascension, Nashville, TN

Director of Community and Physician Services

06/2011 to 04/2014

- Directed and managed corporate sponsorships to ensure relationships were in support of the system's strategic initiatives and managed contracts and negotiations
 - American Heart Association, Titans, Marcus Mariota, Predators
- Directed and managed the marketing and communications for 90 physician practice locations
- Managed community relationships for Saint Thomas Health

Saint Thomas Rutherford Hospital, Murfreesboro, TN

Director of Public Relations

05/2006 to 06/2011

- Directed marketing and public relations for a \$267 million new hospital build and move
- Served on the Senior Leadership Team and administrator on call
- Directed marketing, media / public relations, internal communications and community sponsorships

StoneCrest Medical Center, Smyrna, TN

Physician Recruiter and Business Development Coordinator

08/2005 to 05/2006

- Recruited and onboarded physicians and practices

JHA Marketing, Ft. Lauderdale

Lead Product Specialists and Facilitator

08/2002 to 08/2005

- Team lead for the Mini Cooper at International Auto Shows, managing display and up to 15 employees

Education

Lipscomb University

September 2016

Foundation of 21st Century and Advanced Leadership Certificate

Full Sail University, Winter Park, FL

March 2015

Master of Arts in Public Relations

Middle Tennessee State University, Murfreesboro, TN

Dec. 2001

Bachelor of Science: Mass Communications with an emphasis in public relations

Minor in marketing and healthcare services

Leadership

Member of Rotary – Nashville

05/2019 – 05/2020

Executive Committee for Go Red for Women

Nashville American Heart Association

08/2018 – 08/2020

VP of Public Relations and Marketing

07/2019- 07/2020

Nashville Cable Board of Directors

Board of Directors

07/2014-07/2015

Athena International

Co-Chair Heart Gala

02/2013-02/2014

Rutherford County AHA

Director of Communications

07/2009-07/2010

Rutherford Cable Board of Directors

Co-Chair Rutherford Go Red for Women

03/2007-03/2008