

PYXIS PARTNERS
PATHWAYS TO PROGRESS

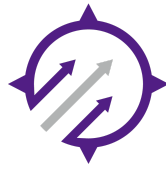
Lisa C. Clough, MS Ed., CHES - Senior Director, Communications

Lisa Clough's health communications career has put her at the forefront of significant national and regional health issues of recent times. Lisa's experience ranges from being on teams that developed and implemented national award-winning public health education/communications campaigns, to coordinating the national presentation event of a new ambulance to New York City after 9/11, announcing the world's first organ for transplant delivered by drone, serving as PIO for COVID response at two major academic medical centers, and serving as a lead patient advocacy partner on The Heart Truth/Red Dress campaign. Lisa's work has positively impacted the lives of individuals and communities.

Prior to joining Pyxis Partners, Lisa spent six years leading media relations and communications at two of the Washington, DC/Baltimore region's foremost academic medical centers, MedStar Georgetown University Hospital and the University of Maryland Medical Center. Her work focused on advancing the understanding of medical innovation and thought leadership through media relations and patient stories, while also serving as PIO for COVID response and crisis communications, and preparing clinical and executive leadership for media and public engagement.

Previous to her communications work in academic medicine, Lisa developed impactful national public health education/communications programs for leading professional and patient non-profit health organizations and government agencies. Programs incorporated media relations and media training, patient/consumer health education, qualitative and quantitative research, thought leadership, brand positioning, special events, crisis communications, communications support for development and foundation initiatives, and national and community-based public/private partnerships to advance health. Highlights include leadership roles on Make the Call. Don't Miss a Beat, Healthy Older People, and Depression: Not a Natural Part of Aging award-winning campaigns; and public education/communications campaigns Her Heart Matters, Faces of Preeclampsia, and Make the Link Between Heart Disease and Stroke.

Central to her work is communicating about health through the sharing of inspiring and educational patient stories of courage and perseverance.



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Lisa earned her BS in Journalism from the University of Maryland, and Master's degree in Health Promotion and Health Education from Virginia Tech. She is a Certified Health Education Specialist; FEMA trained in hospital incident command and has served on regional crisis response teams; has served as a guest lecturer at the George Washington University, MPH program, Public Health Communications; and is a member of the Society for Health Communications, National Council for Health Education Credentialing, Black and Gold Society at the University of Maryland, and Ut Prosim Society at Virginia Tech.

Lisa lives in Northern Virginia. She is a member of the United States Tennis Association (USTA) and an avid tennis player, is an active member of Holy Trinity Catholic Church in Georgetown, an enthusiastic Nationals and Capitals fan, and enjoys spending time with family.