



FOR IMMEDIATE RELEASE

## Baptist Health Care Corporate Marketing Team Members Earn New Positions

**PENSACOLA, Fla. (July 18, 2022)** – The Baptist Health Care corporate marketing department was recently restructured to better align job title and responsibilities with industry standards.

**Kathy Bowers, APR**, has been promoted to public relations manager. A graduate of the University of Alabama in Tuscaloosa, Alabama, Bowers holds credentials as an accredited public relations professional and has extensive experience in health care public relations, media relations and journalism. She has been at BHC since 2018. Bowers serves as the first point of contact for reporters and manages media response for routine situations as well as those related to severe weather, mass casualty events and other critical situations. Her responsibilities include managing the organization's public relations function including its social media accounts.

**Mandy Fernandez**, formerly writer/marketing specialist, is now managing content editor. Fernandez has worked at BHC for almost six years. She is the lead content creator for system-wide messages, patient profiles and recognition stories and videos featuring BHC team members. Fernandez ensures adherence to brand/culture standards in all internal communications and contributes to external communication with website and digital content. She also serves as the marketing liaison for several BHC departments. Fernandez recently led the implementation of the new BHC intranet, and she is continuing to develop content and train content contributors on the new site. Fernandez earned a bachelor's degree from Southeastern Louisiana University in Hammond, Louisiana.

**Rachel Kaiser**, formerly physician and medical park marketing manager, is now senior marketing manager. Kaiser has been at BHC for almost seven years and has more than 16 years' experience in health care marketing. During her tenure with Baptist, Kaiser's marketing liaison responsibilities have grown to include Baptist Medical Group provider network, BHC medical parks and urgent care centers, Jay Hospital, Century Medical Center and several service lines including emergency services, women's services, oncology and others. She has also led a number of system-wide initiatives to enhance efficiency, quality and performance. Kaiser earned a bachelor's degree from Auburn University in Auburn, Alabama.

**Hannah Yager**, formerly marketing specialist, has moved into the position of marketing manager. Yager began working at BHC in 2017 as marketing liaison for several departments and service lines. In her new role, Yager is responsible for leading the marketing efforts of Baptist Heart & Vascular Institute and serves as marketing liaison for human resources recruitment, Baptist Health Care Foundation and several other departments, service lines and programs. Yager holds a bachelor's degree from the University of West Florida in Pensacola.

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For more information about this press release or to schedule an interview, please contact the media team at [BHCMediaRelations@bhcpns.org](mailto:BHCMediaRelations@bhcpns.org) or 850.791.5254

*About Baptist Health Care*

*Baptist Health Care is a not-for-profit health care organization based in Northwest Florida that is committed to helping people throughout life's journey. The organization is a proud member of the Mayo Clinic Care Network. Baptist continuously strives to be a national leader in quality and service. Baptist Health Care includes three hospitals, four medical parks, Andrews Institute for Orthopaedics & Sports Medicine and a large network of primary care and specialty physicians. Baptist Health Care is one of the largest non-governmental employers in Northwest Florida.*

*Baptist Health Care • Baptist Hospital • Gulf Breeze Hospital • Jay Hospital • Baptist Medical Parks Airport, Nine Mile, Navarre and Pace • Andrews Institute • Baptist Medical Group • Baptist Heart & Vascular Institute • Baptist Health Care Foundation • Mayo Clinic Care Network*