

PROFESSIONAL SUMMARY

Tom Hanley, APR, is a resourceful, relevant Public Relations executive, who brings more than 35 years senior level experience in agency and hospital settings to his new public relations and writing consultancy: HanleyStory, LLC.

He helps organizations and individuals "tell their story" to create behavior-changing communications that boost "mind share" and achieve results.

Expertise in developing and executing public relations strategy, writing for executives; content creation including blogs, white papers, annual reports, foundation case statements and feasibility studies and news and social media releases.

National award-winning Crisis Communicator. Issues, Reputation Management Counselor, and Corporate Social Responsibility consultant. Communications director for the opening of new children's hospitals in Connecticut and Michigan.

Accredited Public Relations Practitioner, Public Relations Society of America. Journalist, reporter and freelance writer. Relevant social media communicator in the top 1% of LinkedIn influencers. Areas of expertise:

- Health care communications
- Writing & Blogging
- Public Relations Counsel
- Issues & Reputation Management
- News and Social Media
- Corporate Communications

PROFESSIONAL EXPERIENCE

HANLEYSTORY, LLC, Grand Rapids, Michigan

October, 2015

Owner, freelance public relations and writing consultancy dedicated to helping clients "tell their story" to create behavior-changing communications that engage customers and the community.

WONDERGEM CONSULTING, Grand Rapids, Michigan

2013 to 10-15-2015

Vice President, Client Services

Promoted in 2014 from Senior Consultant, Director of Public Relations, to have overall responsibility for public relations initiatives across the client portfolio. Lead engagement in health care, technology, fundraising feasibility and case statement development, issues and reputation management and crisis communications.

- As a new business developer, expanded geographic scope of agency to bring new clients from across Michigan and other states, and expanded scope with existing clients
- Led development of new business line for public relations for mergers and acquisitions of community hospitals by national, investor-owned health systems
- Facilitated a new public-private partnership to create a new non-profit initiative to improve access to information technology services for charitable organizations.
- Introduced new capability to gain three new clients for writing of Case Statements and Feasibility Studies for non-profits considering capital fundraising campaigns.

SPECTRUM HEALTH, Grand Rapids, Michigan

2007 - 2013

Director, Marketing Communications & Director, Corporate Social Responsibility

Recruited in a national search as Director of Marketing Communications for 2011 opening of new Helen DeVos Children's Hospital. Developed and implemented system community relations strategy, was named Director, Corporate Social Responsibility.

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- Led integrated marketing communications team and event planning agency effort that attracted 18,000 visitors to 10 days of children's hospital opening events.
- Directed news and social media strategy that resulted in 16 million impressions.
- Advanced a targeted strategy that gained a "tipping point" 15% increase in "likelihood to recommend" among referring physicians and parents.
- Achieved a 10% admissions growth and 30% increase in emergency visits.
- Grew a Facebook community to more than 60,000, fans, 8th most of any hospital.
- Oversaw on time, on-budget development and implementation of a new web site as a key resource of children's healthcare information for parents and physicians.
- Led a collaborative internal communications campaign to introduce 2,200 employees to a new children's hospital culture, the implementation of a new electronic medical record system, and patient safety transformation effort.
- Directed Spectrum Health's sponsorship of the 2012 Transplant Games of America as an opportunity to position Spectrum as the regional transplant program of choice and an engaged community partner. More than 800 organ transplant recipients and 3,000 organ donor advocates from 46 states participated in a 3-day multi-sport festival.
- The impact of the Transplant Games exceeded sponsorship requirements including: recruitment of 330 employee volunteers for 1200 hours of service, 65 clinicians for 400 hours of onsite medical coverage and an organ donor recruitment campaign with the office of the Secretary of State that registered 200,000 new organ donors. News and social media communications reached 75 million people nationwide. Two thirds of survey respondents named Spectrum Health as the leading transplant program.
- Created and implemented a corporate social responsibility strategy to enhance perception of Spectrum Health's community involvement. It resulted in publication of Spectrum Health's first Corporate Social Responsibility report, with a dedicated web site and integrated multi-media campaign.

CONNECTICUT CHILDREN'S MEDICAL CENTER, Hartford, Connecticut
Director, Public Relations

1996 - 2007

Organized and directed name and brand identity development and execution for a new children's hospital established from the merger of three community hospitals.

- Directed an integrated multi-media communications campaign in support of the new name that achieved 80 percent recognition and supervised creation and execution of the brand identity standards.
- Provided communications leadership for 7 days of opening events that brought 8,000 visitors to the new Connecticut Children's Medical Center.
- Directed and served as spokesperson for news media coverage of patient moves from three hospitals to the children's medical center.
- Provided oversight of communications strategy and execution for new partnerships with a dozen regional community hospitals.
- Led agency review for and supervised the firm that developed and launched the first web site for the new children's medical center.
- Organized a scenario planning and issues anticipation strategy that helped effectively manage major crisis communications situations.

FERRIS STATE UNIVERSITY, Big Rapids, Michigan

Since January, 2015

Adjunct Professor, Public Relations, Senior Capstone Course, "Public Relations Campaigns"

RHAM HIGH SCHOOL, Hebron, Connecticut 1998 - 2004

Organized and served as president of a grass-roots parent organization that won a three-town, \$70 million referendum to build a new regional high school and middle school.

- Elected to the regional board of education and served as its chair during successful completion of the new school construction.

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AWARDS

- The "IMPACT Award" for best overall integrated communications campaign; The Children's Hospital Association, 2012
- "National PR Spokesperson of the Year" for crisis communications; PR News and COMMCORE Consulting, 2005
- "Marketer of the Year," American Marketing Association, Connecticut, 2007
- "Evans Houghton Award for Lifetime Achievement," New England Society for Health Care Communicators, 2006

PROFESSIONAL AFFILIATIONS

- Executive Council Member, Center for Community Leadership, Grand Rapids, Michigan
- Board member, Better Business Bureau of West Michigan
- Board Member, Down Syndrome Foundation of West Michigan
- Leadership Grand Rapids Alumni Association
- Leadership Greater Hartford Alumni Association
- Public Relations Society of America, APR Accreditation
- MIT Harvard Public Disputes Program: "Dealing with an Angry Public"
- Certificate in Corporate Citizenship Management, Boston College Center for Corporate Citizenship

EDUCATION

BS Government, cum laude, Suffolk University, Boston, Massachusetts