



## PAULA YAKUBIK

### CEO

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#### Professional Experience

Paula Yakubik is CEO of MassMedia Health, a national healthcare consulting firm providing comprehensive, data-driven marketing strategies that have resulted in increased revenue and patient growth for many physician groups. Paula has 20 years of healthcare and direct corporate business-to-business marketing experience. She is MassMedia's lead marketing strategist, specializing in large medical group marketing and provider-patient communications. The award-winning agency she founded is now a full-service integrated communication firm employing 35 people and handling a diversified client base that spans across the nation.

Paula also serves as a strategic advisor to several national clients, including HealthCare Partners, Ascension Healthcare and HCA Hospital. She has a rich history in the areas of physician marketing and marketing to segmented audiences. As a respected strategic development expert, Paula guides MassMedia's team of seasoned professionals in the creation of expertly crafted and targeted integrated campaigns.



#### *Education*

- B.A., English and Political Science, Chapman University, 1994

#### *Previous and Current Client List*

- HealthCare Partners
- DaVita Medical Group
- Ascension Medical Group
- HealthSouth
- Arizona Primary Care
- ABQ Health Partners
- Iora Health
- Sunrise Health
- Humana
- Anthem
- Ministry Healthcare
- UNM Medical Group

#### *Awards and Recognition*

- Young Entrepreneur of the Year, U.S. Small Business Administration
- Principal of the Year, Public Relations Society of America, Nevada Chapter
- Best of Show Pinnacle Awards, Public Relations Society of America
- Addy Awards, American Advertising Federation
- Bronze Quill Awards, International Association of Business Communicators