



MANDI KANE, APR

Media Relations Director

Professional Experience

As the Media Relations Director of MassMedia Health, Mandi leads the agency's public relations and earned media initiatives. As an award-winning writer and communications strategist, Mandi brings over 12 years of experience in public relations and corporate communications in the healthcare industry to her role. With a strong passion for storytelling, Mandi's committed to crafting and sharing messages that build trust and credibility for her clients.

Mandi has planned and implemented successful strategic communications campaigns for a variety of for profit, and not-for-profit healthcare organizations and physician groups that have resulted in measurable shifts in perception, increased brand awareness, high earned media values, and stronger relationships with stakeholders and key audiences. Prior to joining the MassMedia team, Mandi practiced public relations in New Mexico, where she drove media relations, crisis communication, reputation management, and labor relations strategies for an integrated healthcare system in Santa Fe. In previous roles, Mandi led communications and government relations efforts for the New Mexico Health Information Collaborative (NMHIC) - the state's health information exchange network - and provided communications and marketing support to the New Mexico Health Information Technology Regional Extension Center (NMHITREC) - an initiative that helped rural healthcare providers implement Electronic Health Record (EHR) systems and meet Meaningful Use. Mandi also oversaw the public relations for a medical group that separated from its owner to form the largest physician-owned medical practice in the Southwest United States at the time.

In 2017, Mandi and her team executed a public relations campaign to support growth during the Medicare Annual Enrollment Period for a national healthcare company in multiple markets that resulted in over 2.4 million impressions.

Mandi is an Accredited Public Relations (APR) practitioner, and received accreditation through the Universal Accreditation Board in 2015. Mandi is currently President of the Las Vegas Valley Chapter of the Public Relations Society of America (PRSA), and she also serves as Board Treasurer for PRSA's Western District. She is also a past president of the New Mexico Chapter of PRSA. Mandi has been recognized by Albuquerque Business First as a Woman of Influence, and a 40 Under 40 honoree by New Mexico Business Weekly.



Education

- B.A., Journalism and Mass Communication, University of New Mexico, 2006

Previous and Current Client List

- HealthCare Partners
- Iora Health
- Miracle Flights
- HCA
- CHRISTUS Health
- ABQ Health Partners
- Presbyterian Healthcare Services
- Lovelace Clinic Foundation
- New Mexico Healthcare Information Technology Regional Extension Center
- New Mexico Health Information Collaborative
- Nevada Health Care Forum

Awards and Recognition

- Pinnacle Awards, Las Vegas Valley Chapter of Public Relations Society of America
- First Place, National Communications Contest, National Federation of Press Women
- Accreditation in Public Relations (APR)
- Albuquerque Business First Woman of Influence Honoree
- New Mexico Business Weekly 40 Under 40 Honoree
- Cumbre Awards, New Mexico Chapter of Public Relations Society of America

Memberships and Community Involvement

- 2018 President, Las Vegas Valley Chapter of the Public Relations Society of America
- 2018 District Treasurer, PRSA Western District
- Moderator, 2017 Nevada Health Care Forum
- Member, Junior League of Las Vegas
- Member, Fanfare, The Smith Center for the Performing Arts
- Board Member, Henderson Symphony Orchestra