

**For immediate release**

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**Elizabethtown Community Hospital Hires New Director of Community Relations**

ELIZABETHTOWN, N.Y. (September 16, 2009) The Elizabethtown Community Hospital announces the appointment of Jane Hooper as director of community relations.

The director of community relations is responsible for the hospital's marketing efforts, along with media relations, coordinating the volunteer program, working closely with the hospital auxiliary, fundraising and special event planning.

"This is an exciting time to join the hospital", stated Hooper. "The recent expansion is a tremendous asset to our area. The hospital has added a variety of services, along with state-of-the-art equipment in recent years; I'm thrilled to be able to share this information with our local community."

Ms. Hooper comes to the hospital with an extensive background in marketing and public relations. Originally from Elizabethtown, Jane attended Brock University in Ontario, Canada. Her marketing career began at Karo Design Resources in Toronto where she was involved with developing corporate identity and graphic standards programs for some of the largest companies in Canada including Canadian Pacific Hotels (now Fairmont), Mercedes-Benz, the Liquor Control Board of Ontario and Labatt.

Jane also has extensive experience in the development of branding initiatives and packaging design. While living in Toronto, she worked as a marketing project coordinator at Pigeon Branding and Design, one of the country's preeminent branding and design agencies. "Working with brand managers at companies such as Molson, Kraft, Pillsbury and Tim Horton's was incredibly interesting. Thomas Pigeon is so well-known in Canada. I learned a great deal in regard to branding and integrated marketing from him", said Hooper. "This information will follow me throughout my career; while marketing the hospital and protecting the integrity of the ECH brand."

Upon returning to the Elizabethtown area in 2001, Jane served as the public relations director and account executive at Inphorm in Lake Placid, the public relations division of AdWorkshop. She was responsible for developing and managing public relations efforts for organizations including the Adirondack Regional Tourism Council, The Adirondack Museum, Saranac Brewery, and Kinney Drugs. Her efforts resulted in a great deal of local, regional and national media attention for the agency's clients.

According to Rod Boula, hospital administrator and CEO, the hospital is pleased to have someone with Jane's background. "Now that the hospital's construction process is complete, Jane's marketing and

public relations experience will allow the hospital to effectively deliver its message to the region”, he stated. “Much of the hospital’s equipment has been upgraded in recent years, allowing for enhanced patient care. Digital mammograms, a new unit for bone density testing, telemedicine capabilities and expansion of our dialysis room showcase a few of the hospital’s capabilities. Soon, the hospital will be offering MRIs and chemotherapy services. The hospital needs to ensure that the community knows it can get these services close to home.”

### **About Elizabethtown Community Hospital**

Elizabethtown Community Hospital (ECH) is a 25-bed Critical Access Hospital primarily serving communities that are home to over 30,000 full-time residents, along with thousands of tourists and seasonal residents. In 2008, it treated 730 inpatients and over 4,600 emergency room patients. ECH has a network of primary health care clinics in Elizabethtown, Wilmington and Westport, and also houses a Veterans Clinic. The hospital maintains a 24-hour emergency room and a large variety of specialty clinics staffed by board certified physicians. The hospital has 185 employees.

Elizabethtown Community Hospital is accredited by the Joint Commission and is licensed and certified by the New York State Department of Health and the Center for Medicare and Medicaid Services. The hospital is a member of the Hospital Association of New York State, the Iroquois Health Care Consortium and the Eastern Adirondack Healthcare Network. ECH received its Critical Access Hospital status in 1997.