Nemours

# Nemours Children's Health System Names Chief Marketing Officer

## *Sarah C. Sanders appointed to newly created enterprise-wide leadership role*

**Jacksonville, FL (July 23, 2018) –** Nemours Children's Health System today announced Sarah C. Sanders has been named Senior Vice President & Chief Marketing Officer. In this newly created role, Sanders will lead the multi-state health system's local, regional and national marketing strategy to help advance the health of children and their families. She will report to David J. Bailey, MD, MBA, president and CEO of Nemours.

"I am delighted to welcome Sarah to Nemours where she will help elevate our enterprise-wide marketing strategy and brand evolution. Her background and experience are a wonderful complement to our strong educational and academic mission," said Bailey. "With her expertise and leadership, we will be able to reach even more families in the U.S. and internationally, fulfilling our promise to help every child in our care reach his or her full potential."

Sanders brings an extensive background in academic healthcare to her new role at Nemours. She most recently served as Associate Chief Marketing Officer at the University of Pennsylvania Health System (Penn Medicine), one of the country's top 10 ranked health systems. At Penn Medicine, she transformed the organization's marketing approach by establishing a customer relationship management platform (CRM) and building a precision marketing competency. Additionally, as an avid proponent of brand leadership, she is known for generating business value and driving intensive digital marketing strategy through employing new technologies to achieve results.

As the inaugural Chief Marketing Officer, Sanders will lead the advancement of marketing and communications as an increasingly vital partner in promoting the organization's mission and robust patient-focused environment. In this role, she will manage Nemours' marketing and communications Associates in the areas of branding, public relations, internal communications and clinical service line support. These geographically diverse teams are located in Central Florida, the Delaware Valley, and North Florida.

"The Nemours organization is truly patient-centric. For a marketer, this is an exciting opportunity to apply my expertise in data and technology to create personalized, relevant and value-added engagement opportunities for patients and their families," said Sanders. "As a parent of three children, including a special needs child, I understand first-hand the challenges of navigating a complex health situation."

Sanders and her family relocated to Florida. She will be based at the Nemours Home Office in Jacksonville, FL.

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**About Nemours Children's Health System**

Nemours is an internationally recognized children's health system that owns and operates the Nemours/Alfred I. duPont Hospital for Children in Wilmington, Del., and Nemours Children's Hospital in Orlando, Fla., along with outpatient facilities in six states, delivering pediatric primary, specialty and urgent care. Nemours also powers the world's most-visited website for information on the health of children and teens, KidsHealth.org and offers on-demand, online video patient visits through Nemours CareConnect.

Established as The Nemours Foundation through the legacy and philanthropy of Alfred I. duPont, Nemours provides pediatric clinical care, research, education, advocacy, and prevention programs to families in the communities it serves.

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Additional assets available online: **Photos** (1)

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