

**CONNECTICUT CHILDREN’S MEDICAL CENTER NAMES
FORMER BOSTON CHILDREN’S LEADER AS
NEW VICE PRESIDENT, CHIEF MARKETING & COMMUNICATIONS
OFFICER**

HARTFORD, Conn. - Connecticut Children’s Medical Center has named Deb Pappas as the new Vice President, Chief Marketing & Communications Officer. Ms. Pappas will assume her responsibilities on February 12th.

Ms. Pappas joins Connecticut Children’s with more than 20 years of marketing and communications experience in both agency and industry sectors, including healthcare. Most recently, she served as the Senior Director of Marketing and National Physician Relations for Boston Children’s Hospital. Prior to that she was the Senior Director of Marketing and Communications for UMass Memorial Health Care.

Throughout her career, Deb has managed corporate and product marketing and communications strategies for a variety of technology, financial services and retail brands. Known nationally for her marketing expertise, she has been a featured speaker at conferences across the country.

“In order to thrive as a children’s hospital, you need a strong marketing department with the skills and talent to strengthen our growing national presence as a leading children’s hospital,” said James E. Shmerling, DHA, Connecticut Children’s President and Chief Executive Officer. “Since our inception more than twenty years ago, Connecticut Children’s has become a household name in the Hartford community; we are now poised to build on that recognition both in the state and across the country. Deb’s vision will help us achieve that outcome.”

About Connecticut Children’s

Connecticut Children’s Medical Center is the only hospital in Connecticut dedicated exclusively to the care of children and is ranked by U.S. News & World Report as one of the best children’s hospitals in the nation. With a medical staff of more than 1,000, Connecticut Children’s provides comprehensive, world-class health care in more than 30 pediatric specialties and subspecialties. Connecticut Children’s Medical Center is a not-for-profit organization, which serves as the primary pediatric teaching hospital for the UConn School of Medicine, has a teaching partnership with the Frank H. Netter MD School of Medicine at Quinnipiac University and is a research partner of The Jackson Laboratory. Connecticut Children’s Office for Community Child Health is a national leader in community-based prevention and wellness programs.

Monica

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