



FOR IMMEDIATE RELEASE

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Nicole Rall Joins CHA as Director of Communications

WALLINGFORD — The Connecticut Hospital Association (CHA) welcomes Nicole Rall as Director of Communications. Nicole will lead CHA’s communications efforts, focusing on key CHA initiatives in advocacy and strategic focus areas, as she works with a broad and wide range of stakeholders, and serves as CHA’s primary media and public liaison.

“Nicole’s extensive experience and expertise in leading collaborative communications efforts at the highest levels of legislative policymaking will be invaluable as we continue to communicate the essential work being done by healthcare workers and hospitals and health systems across the state,” said Paul Kidwell, Senior Vice President, Policy, CHA. “We are fortunate to have Nicole join us and are pleased to welcome her to CHA.”

Most recently, Ms. Rall was the Director of External Affairs for the Connecticut General Assembly’s Senate Republican Caucus where she led the development and execution of the Caucus’s communications strategies, messaging development, communications campaigns, and media response. She is a credible and respected messenger, having built relationships with reporters and media outlets across the state and has been praised by colleagues for her effective advocacy communication.

Prior to her nearly ten years of service with the Senate Republican Caucus, Nicole worked as a Public Relations and Media Specialist with Miranda Creative, a public relations agency located in eastern Connecticut.

Ms. Rall holds a Bachelor of Arts in Communications and Media Studies and a Master of Arts in Communications, Media, and Cultural Studies from Northeastern University.

Nicole will assume her new role at CHA on Monday, January 30.

About CHA

Since 1919, the Connecticut Hospital Association has advanced the health of individuals and communities by leading, representing, and serving hospitals and related healthcare organizations that are accountable to the community and committed to health improvement. Through state and federal advocacy, CHA represents the interests of Connecticut’s hospitals on key healthcare issues in the areas of quality and patient safety, access and coverage, workforce, public health and health equity, and sustainable financing.