



Mark B. Cohen

**Strategic Communications Consultant
Cohen-Fyfe Communications, LLC**

Mark B. Cohen brings a wealth of experience in communications, public relations, marketing, and politics and government for some of the nation's most highly regarded health providers to his work as a communications strategist for a variety of hospice and end-of-life care clients.

With a career-long interest in media coverage and issues management, Mark for a dozen years edited and published *Hospice News Today*, the most comprehensive daily news and issues briefing for hospice providers and those serving the hospice sector.

Before going out on his own as an independent practitioner, Mark most recently served as Senior Vice President of Communications for Caring Foundations, a not-for-profit organization dedicated to helping community-based hospices find a sustainable way forward to a successful future in a rapidly consolidating field.

Prior to Caring Foundations, Mark served as Director of Communications for the American Academy of Actuaries, the 15,000+ membership association representing the public affairs and professionalism interests of the U.S. actuarial profession.

Mark moved to communications for an association after eight years as Senior Vice President for Communications and Public Relations for VITAS Healthcare Corporation, one of the nation's oldest and largest providers of hospice services. In his second stint with VITAS, Mark created and launched the first national broadcast advertising campaign for a hospice provider. He also implemented internal and

external communications programs to support the company's merger and acquisition and new start initiatives that doubled the number of locations and employees in a five-year period.

Mark also has served as a chief spokesperson for The Cleveland Clinic Foundation, Wuesthoff Health Systems in Rockledge, Florida, and Miami's Jackson Memorial Hospital. He also worked as Vice President for Public Affairs for Citibank Florida and Director of Communications for the Greater Miami Chamber of Commerce.

In his political career, Mark worked for four years in the Jimmy Carter White House first as a press aide and later as a political assistant. He worked in the 1976 Jimmy Carter Presidential Campaign, was a State Coordinator in the 1980 Carter-Mondale Re-Election Campaign, and was Political Director of California Sen. Alan Cranston's 1984 bid for the Democratic presidential nomination.

A native of New Jersey, Mark attended the University of Iowa and graduated from American University in Washington, D.C., with a Bachelor of Arts degree in Journalism.

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