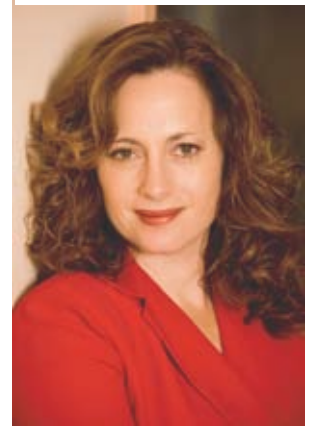


***The reality of the business world today and in the future requires innovation, wisdom, and the ability to create viable opportunities.***

**Michelle Rathman, founder of Impact! Communications, Inc.** has been on the cutting edge of strategic communications since 1989. Impact! is an innovative strategic communications, public relations, advertising and marketing firm, and its primary focus is healthcare systems and organizations in the field of wellness. Michelle and her team of industry experts and collaborators advise healthcare leadership on effective communication strategies, while guiding them through organizational change. Her work includes building identity and brand presence, engaging community and strategic partners, developing customized approaches to decrease outmigration, developing tools that help recruit physicians, enhancing service areas in order to remain competitive and capture diverse payer mixes, all while helping clients advance their mission to serve.

**Ms. Rathman was the driving force** behind a unique fusion of rural and academic medicine, helping to create and launch a model for bringing high-level board certified emergency physicians to rural communities. She consults with top executives and CEOs on all subjects that require an effective communication strategy, including dealing with change and crisis. In 2007, one of her signature community relations programs received national recognition as a finalist for "Marketing Program of the Year". Her savvy advice can be found in numerous business publications and she was featured in a cover story in *Entrepreneur Magazine* on how to incorporate philanthropy into business.

**The high-energy workshops and seminars offered by Impact! and its team of professional facilitators, help empower people to work through limitations and achieve more than they ever thought possible.** As a keynote speaker, Ms. Rathman also delivers her special keynote addresses, including: ***The 10 Things I Know to Be True***, and ***The Three Reasons You Never Ask for Help*** with a keen wit and deep wisdom that inspires and motivates.



*Michelle Rathman, President  
Impact! Communications, Inc.*

To discover how Impact! Communications can take your organization to the next level, or to inquire about a speaking engagement lead by Michelle Rathman, or one of her team members, call 1-888-68-Impact or e-mail [info@doitwithimpact.com](mailto:info@doitwithimpact.com)

