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FOR IMMEDIATE RELEASE

New Hampshire Hospital Association and Foundation for Healthy Communities Announces Tammy Boucher as Director of Communications

Concord, NH — The New Hampshire Hospital Association, and its affiliated organization, the Foundation for Healthy Communities, are pleased to announce Tammy Boucher as their new Director of Communications.

Boucher brings a wealth of experience to her new role as Director of Communications. As Director, Boucher will serve as the primary spokesperson for both organizations, will support the development and management of external and internal strategic communications and marketing, and will promote high priority advocacy activities, projects and programs.

“We are excited to have Tammy join our team to support our organizations’ overall communications needs. Her extensive background in public and media relations, marketing and event management will be an asset to us, our member hospitals and our community partners” said Steve Ahnen, President, New Hampshire Hospital Association.

Peter Ames, Executive Director of the Foundation for Healthy Communities, added “Tammy’s skill sets will greatly benefit our partner and community outreach and support synergy for our portfolio of projects ranging from population health, behavioral health, substance use disorder treatment support, rural health, patient and family engagement, vaccination stewardship, health care emergency preparedness and quality health improvement.”

Boucher is the former president and founder of Boucher Public Relations and has 33 years of experience in marketing and communications, including internal and external communications, with a focus on messaging, branding, advocacy, public/media relations and relationship development. She has garnered extensive local and national awards for her work. She began her career as a newspaper reporter before becoming a strategic communications specialist 27 years ago. She has owned her own public relations firm for the past 17 years.

Boucher was named one of the state's "40 Under Forty," and was selected as an Emerging Young Entrepreneur (EYE) Award winner for her creativity, determination and business success. She was also a winner of the Business Excellence Award for Excellence in Media and Marketing. Boucher holds a BA in English and Journalism from the University of New Hampshire and has been actively involved in the New Hampshire community serving on various boards of directors, committees, and as a volunteer.

About the New Hampshire Hospital Association

Hospitals have been collaborating through the New Hampshire Hospital Association (NHHA) since 1934. The association's mission is to provide leadership through advocacy, education, and information in support of its member hospitals and health care delivery systems as they strive to improve the health of the patients and communities they serve. www.nhha.org

About the Foundation for Healthy Communities

The Foundation for Healthy Communities is a non-profit organization that collaborates with hospitals, community partners, state departments and insurers on statewide initiatives that improve health and health care for all people in New Hampshire. www.healthynh.org