

Heather Hall
Executive Director, Corporate Communications

Heather Hall serves as the executive director of corporate communications for The Physician Alliance, one of Michigan's largest physician organizations. In this leadership position, she manages education initiatives and all internal and external communications, including strategic communication planning, marketing, public relations, media relations, advertising, and social media. She works with all levels of staff to create engaging communication and education programs to assist physician members in improving the health of patient populations and decreasing healthcare costs.

Heather has managed public relations, marketing, media relations and community relations in several positions, including at the American Red Cross, Cornerstone Community Financial Credit Union and Cranbrook Institute of Science. She also held positions in nonprofit management, previously serving as executive director of a cancer-related organization, where she directed business operations, communications, human resources, program development and fundraising.

She volunteers often in the community, including as an equine therapist for Camp Casey, and serves as president of the local alumnae chapter of Alpha Chi Omega sorority. Heather is a passionate advocate for cancer survivors, currently serving as a LIVESTRONG Lead volunteer for southeast Michigan and the American Cancer Society Cancer Action Network's Ambassador Constituent Team (ACT) Lead volunteer for the 9th Congressional District where she is the main contact for local, state and federal elected officials. She regularly advocates in Washington, DC and has been invited to speak at events throughout the country. She also has written on a variety of topics for local and national magazines. She holds a bachelor's degree in journalism from Central Michigan University and a master's degree in communications from Wayne State University.

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