

Over the course of six years, Kimberly Fazio has assumed the role as Director of Marketing and Communications at UNC Health Wayne. With ten years' experience in healthcare, Kimberly has relied on a strategic approach to elevate the hospitals brand recognition and reputation within the community. Throughout her time as Director of Marketing and Communications, Kimberly has lead the hospital through a rebranding, managed crisis communications, launched the hospitals new intranet and has orchestrated the seamless management of the external website and social media accounts, resulting in a cohesive and compelling online presence. Through her dedicated tenure, Kimberly continues to demonstrate a passion for healthcare communication that positively impacts both patient and the healthcare industry as a whole.