



Karen Corrigan

Founder and Chief Strategist

Strategist. Activist. Perpetual Learner.

Over the course of her career, founder and chief strategist Karen Corrigan has worked as a strategy consultant, health system executive, chief strategy officer, marketing executive, and business owner. Today, she oversees Corrigan Consulting's industry insights, forecasting and thought-leadership on competitive strategy.

Prior to launching her consulting career, Karen served as corporate vice president for Norfolk, Virginia based Sentara Healthcare, where she led health system development, market expansion, new business growth and public affairs for the system's inpatient, ambulatory, post acute care, medical group and health plan lines of business. She previously held planning and marketing positions with two other Virginia health systems.

Karen is a graduate of Virginia Wesleyan College where she serves on the President's Advisory Council, and is active in the Forum for Healthcare Strategists, Healthcare Executive Forum, and Society for Healthcare Strategy and Market Development. She is the publisher and lead blogger for Chief Marketing Officer and has authored numerous articles, white papers and books, including *The Complete Guide to Service Line Marketing* (HealthLeaders Media 2010) and *Impact Marketing* (AHA 2004).

In 2013, she was the recipient of the American Hospital Association's Award for Individual Professional Excellence by the Society for Healthcare Strategy and Market Development (SHSMD), and the 2014 John A. Eudes Award for Vision and Excellence.

When not researching, writing or consulting, Karen serves on the boards of several non-profit organizations and is active in community outreach and improvement initiatives.

Email: karen@corriganconsulting.com