



Gina Gardner

Senior Consultant

Intuitive Marketer. Driven Tactician.

Gina is a seasoned executive with over 20 years of experience as an intuitive and strategic marketer capable of integrating a variety of resources in order to yield positive results.

Prior to joining the Corrigan Consulting team, Gina served as the Service Line Marketing Program Director at Banner Health in Phoenix, AZ, where she led various consumer marketing initiatives for specific acute service lines within the health system by utilizing research, market data and digital/traditional marketing tactics. She found success in measuring and reporting results in an effort to realize overall lift to her assigned service lines.

Before her role at Banner, Gina spent several years with Dignity Health serving as the Marketing Manager for the Arizona region. She was a strategic leader in developing marketing initiatives for oncology, general surgery and medical group service lines. Her role involved researching and analyzing data to identify consumer perception and the competitive environment, develop and implement marketing plans to meet the business objectives of the organization, and ensure the use of tracking mechanisms to measure the return on marketing investment.

Her background also includes Director of Marketing Operations for HealthSouth Valley of the Sun, Marketing Director for the John C. Lincoln Health Network, marketing for a third-party administrator and consulting organization for health plans, and ad agency work with 40+ healthcare clients.

Gina and her husband recently left the “dry heat” of Arizona for the more humid climate of South Carolina where she plans to expand and use her healthcare marketing experience to empower consumers to reduce risk and know when to seek care for a better life. Beyond her professional expansion, Gina is now closer to family including two grandchildren she intends to spoil rotten.

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