



## Access to Experts



**Catherine Hernandez** , Vice President, National Corporate Communications , Kaiser Foundation Health Plan, Inc.

Catherine Hernandez is vice president of National Corporate Communications for Kaiser Permanente. She is responsible for national internal communications, working closely with regional communicators, labor partners, and leaders to develop and implement focused communications strategies, tools, and programs that support the organization's national objectives. This includes setting the strategic communications agenda, ensuring coordinated corporate communications messages, providing internal communications counsel and interacting with the National Leadership Team, Regional Presidents' Group, The Permanente Federation, Medical Directors, union/labor partners and the interregional Strategic Communications Leaders Team.

Catherine joined Kaiser Permanente in 2003 to lead the communications team supporting the development and launch of the organization's electronic health record program, KP HealthConnect™. While in that role, Catherine led the internal and external communications activities for the program, including the inaugural KP HealthConnect Users' Conference. Just prior to becoming Vice President, she led the internal Communications Services department which serves as an in-house communications agency to national functions. In this role she led corporate communications teams and programs including the Inside KP intranet portal, the Kaiser Permanente News Center Web site, and the organization's Annual Report.

Catherine has more than 20 years of experience in developing and executing integrated external and internal marketing and communications programs for companies including Macy's, Vanstar Corporation, and Internet Pictures Corporation. Her career spans both public and private sectors as well as communications & PR agency experience. She holds a bachelor of science degree in Journalism from California Polytechnic State University.

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