Access to Experts

Laurie Wilshusen , Director of Marketing , Mayo Clinic

Ms. Laurie Wilshusen leads the Market Insights team at Mayo Clinic and directs the marketing function of the Arizona practice. She received her BA and MA from the University of Nebraska in Lincoln. Ms. Wilshusen has worked in the healthcare marketing field since 1989 and has consulted for many of the most respected names in healthcare, including hospitals, physician groups, device manufacturers, pharmaceutical companies and health plans. She joined Mayo Clinic in 1999, originally at the historic Rochester, Minnesota, campus and relocating to the Phoenix campus in 2007.

Brand research is Ms. Wilshusen's passion, and the Mayo Clinic brand is a fertile subject. She has been published in marketing and clinical practice journals and speaks regularly at national marketing meetings. Some of her most meaningful accomplishments have been:

- Instituting Mayo Clinic's first national brand tracking program
- Directing brand elasticity research leading to consistent processes to evaluate potential Mayo Clinic brand extensions based on empirical data
- Leading the seminal Mayo Clinic brand valuation study upon which licensing agreements are based
- Establishing the first consistent, department-specific, patient satisfaction study for the Mayo Clinic campuses in Arizona, Florida and Minnesota.

She enjoys reading, spending time with family and cheering for her preferred sports teams in both Nebraska and Arizona.

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