

JANE DE JONG

Jane De Jong has over twenty years of success developing and executing communications strategies and community engagement plans to assist organizations in achieving their strategic goals.

Dynamic and experienced in a variety of effective ways to deliver well-researched, measurable plans, she works with hospitals, healthcare organizations and community groups in Ontario and abroad. Jane has a track record of establishing communications and marketing programs that provide two-way dialogue for short-term projects and support for the goals of long-term initiatives.

- ✓ Strategic Communication
 - ✓ Stakeholder Engagement
 - ✓ Prevention & Wellness
 - ✓ Community Education
 - ✓ Executive Coach
 - ✓ Rural Health
 - ✓ Seniors & Palliative Care
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RELEVANT EXPERIENCE

- **Rural healthcare — Current board member local South East Grey CHC, Markdale, Ontario.** User and watcher of local healthcare initiatives including monitoring of equitable access, services to those affected by the determinants of health and effective use of scarce community resources
- **Alzheimer Society of Canada —**Counsel to management team; supervised message development and dissemination; directed communications for government relations and advocacy; managed and led multiple marketing and communications department operations; developed departmental structure to deliver enhanced services; worked with ASC departments to provide effective measurable communications; direction on crisis communication; trained senior management in media relations
- **Central West Community Care Access Centre —** Design and execution of communications and community engagement to launch the Central West Palliative Care Network; creating communications tools for staff; measuring effectiveness of strategies to ensure continued funding from *Aging at Home*
- **Southlake Regional Healthcare Centre —** Working with partner hospitals to support capital expansion plans, created communications plans and community engagement activities to gauge stakeholder support
- **Cardiac Care Network of Ontario —** Created and executed communications strategy; Managed public and stakeholder consumer research to inform public campaign; Secured \$600,000 MOHLTC funding for social marketing campaign to support improved access to cardiac care; Designed education campaign empowering patients, families and providers to address wait times. Sourced Strategic Planning consultant and managed process
- **Government of Trinidad & Tobago —** Created community education and communications to support a National Cancer Centre and cancer care delivery system; audited Report of National Cancer Care delivery system communications; developed market assessment and pricing for cancer services in 9 Caricom countries; Tobago government contract to recruit, develop and train communication staff for execution of comprehensive change management plan in regional healthcare; crisis communications counsel and management for Minister of Health
- **Toronto Central Local Health Integration Network —** Developed and executed the *Aging at Home* communications strategy to support distribution of \$6 million to community agencies; worked with MOHLTC to position *Aging at Home* brand; captured and reported common themes emerging from 150 narratives submitted in funding requests by community agencies
- **InterNorth Health Inc —** Marketed and positioned company in developing design/build projects in seniors' housing; market research, design and implementation of consumer and community surveys. Oversaw financial model development, business partnerships and proposal management for new Independent Health Facilities delivering MRI and CT scans in stand alone clinics in Ontario

- **Lakeridge Health Corporation** — Member of amalgamation team creating LHC; community relations rollout to 500,000 public on hospital redevelopment, laying groundwork for successful major capital fundraising campaign
- **Further Background** — Early career in Government Whips Office, House of Lords, London, England. Gained experience in government and media relations, parliamentary and political systems

Professional Experience

- 2012–Present *Lough Barnes Consulting Group Inc.* – Associate Consultant
2010–12 *Alzheimer Society of Canada* – Strategic Communications & Marketing Counsel
2010 *Central West Community Care Access Centre* - Consultant
2009 *Southlake Regional Healthcare Centre* - Consultant
2008 *Toronto Central Local Health Integration Network* - *Aging at Home* strategy
2004–07 *Cardiac Care Network of Ontario* - Director, Communications
2004–08 *Government of Trinidad & Tobago* - Consultant
2002–04 *InterNorth Health Inc* - Director, Marketing and Communications
1995–2003 *Lakeridge Health Corporation* - Director, Community Relations

Education

- Certified Management Accountant Program, Level 3, University of Toronto
- Business Diploma, St. James College London

Community Involvement

- Board Member, SE Grey Community Health Centre, Markdale
- Falls Prevention Committee Member, Grey Bruce Public Health Unit, Owen Sound
- Toronto York Board Member, Victorian Order of Nurses
- Community Advisor, Alzheimer Society Grey Bruce
- Development Committee, Sweetwater Music Festival, Owen Sound