Ford Hutman Media (logo)

Healthcare PR / Media Consultant (copy/ title of site)

Photo Gallery first section (center photo larger/ Nasdaq)

##

Bio Section (under gallery)

Bio Section Copy:

(No header)

Rachel is a global health industry connector and creative problem solver. She has worked on some of the world's biggest therapies and medical technologies, including the first RNAi therapy (Alnylam’s ONPATTRO), the first therapy for Duchenne Muscular Dystrophy (Sarepta’s EXONDYS 51), the first technology in the world to personalize insulin 24 hrs. a day (Medtronic’s MiniMed 670G) and IBM's AI launch into healthcare (Watson). She has counseled some of the most well-known health/ technology organizations and developed communications strategies for the world's biggest brands (Johnson & Johnson, JLABS, J&J Innovation, Medtronic, Pfizer, IBM, Best Buy, Takeda, Sanofi, Shire, Brigham & Women’s, NHS), but she is most proud of her work telling patient stories.

Rachel excels at working with the media to bring health stories to life while making them accessible to stakeholders. She worked as a journalist before transitioning to communications and has special insight in working with the media. With 15-years of communications experience, she is consistently leveraging her long-standing relationships with global agenda-setting reporters across a range of outlets from CNBC, BBC, The Associated Press, Al Jazeera-TV, Bloomberg, The Today Show, Newsweek, Financial Times, Fast Company, TIME, Wired, Forbes, WSJ, NYTs, and key health trades like Modern Healthcare, Becker's Hospital Review, Digital Health Journal, GenomeWeb, BioWorld, Drug Discovery Today and many more. Rachel also has investor and analyst relations experience (Section 32, Third Rock Ventures, Foundation Medicine, T2 Biosystems, IBM, Sophiris Bio, Trovagene) that adds to her ability to highlight market dynamics.

Named PRSA's PR Professional of the Year in 2011 for her published research on stakeholder engagement, Rachel has built a reputation for her energy, creativity and humor. She received her MA in communications and media studies at SDSU under PR icon Dr. David Dozier and her BA in English at UMBC.

##

Capabilities section / middle of the page

Capabilities Section Copy:

Ford Hutman Media Capabilities (title of section/ slightly larger font)

Providing senior level support for elite pharma/ biotech/ healthcare companies at all stages of development. (subhead/ slightly larger font)

(List below all in Smaller font to above)

Expert Media Relations

Corporate Thought Leadership

Executive Visibility

Narrative Development

Crisis Management

Drug/ and Device Product Development

Narrative Development

**##**

Contact Section/ bottom of the page

Contact Section Copy:

Contact (header/ slightly larger font)

[Rachel@FordHutmanMedia.com](mailto:Rachel@FordHutmanMedia.com) (slightly smaller font to above header)

+1-301-801-5540 (slightly smaller font to above header)

Linked In button (embed link to - <https://www.linkedin.com/in/rachelhutman/> )