Revised Ford Hutman Website Revisions 1, Feb 29

\*\*remove blog from sidebar please

Add – 3 photos to scroll – Nasdaq outside/ Rach Fox Business/ Rach Interviewing

About Rachel Ford Hutman (revised)

(Revised copy below)

Rachel Ford Hutman is a global health industry connector and creative problem solver. She has worked on some of the world's biggest therapies and medical technologies of all time, 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 hours a day (Medtronic’s MiniMed 670G) and IBM's AI launch (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, Medtronic, IBM, Best Buy, Takeda, Sanofi, Shire, Brigham & Women’s, NHS, MIT), but she is most proud of her work telling patient stories.

Photos – Keep headshot/ add smaller pic titled Award Pic

##

Ford Hutman Media Capabilities

Ford Hutman Media provides senior level support for leading pharma/ medtech/ healthcare companies at all stages of development (revised copy)

##

(Add Quote Section)

(Quote section copy.)

“If you have the chance to work with Rachel, I suggest you take it. Not only does she have an exceptional understanding of the healthtech industry and endless media connections, but she brings an indomitable attitude that is optimistic, fun and determined. I’ve worked with a ton of PR consultants in my career and she is a rockstar.” – Ted Tanner, Global CTO, IBM Watson Health/ Co-founder of PokitDok

Add photo next to the quote titled Xmed Conf

**##**

**(Coverage section/ no title) (Please use logos in place of names of outlets. All photos added to brief).**

Entrepreneur Logo - [Workplace Wellness Isn't Just for Big Corporations](https://www.entrepreneur.com/article/345631)

NPR logo - [Nearly 1 in 5 Americans Says Pain Often Interferes With Daily Life](https://www.npr.org/sections/health-shots/2019/08/21/753080611/poll-nearly-1-in-5-americans-says-pain-interferes-with-daily-life?utm_medium=RSS&utm_campaign=news)

WebMD -  [What is AI?](https://www.webmd.com/a-to-z-guides/video/ai-overview)

News-Medical - [Artificial Intelligence (AI) in Cancer Care](https://www.news-medical.net/news/20191212/Artificial-Intelligence-(AI)-in-Cancer-Care.aspx)

Fortune – [Want a Better Health System? You Need A.I. (And Here’s Why)](https://fortune.com/2019/04/02/ai-healthcare-ibm-watson/)

Fox Business News– [How AI is Improving Care](file:///Users/Rachel.Hutman@ibm.com/Library/Containers/com.microsoft.Word/Data/Desktop/FordHutman%20Media/How%20AI%20is%20improving%20health%20care)

CNN Money – [Disrupting IBM Technology Now Matching Cancer Patients to Clinical Trials](https://www.cnnmoney.ch/shows/newsmaker/videos/john-kelly-ibm-tech-matching-cancer-patients-clinical-trials)

Fast Company - [IBM Says New Chip Can Filter Blood For Signs Of Cancer](https://www.fastcompany.com/3062384/ibm-says-new-chip-can-filter-blood-for-signs-of-cancer?cid=search)

CNBC – [Alnylam CEO on Drug Prices](https://www.cnbc.com/video/2018/11/29/alnylam-ceo-on-drug-prices-has-to-be-some-type-of-reward-for-innovator-at-the-end.html)

STAT - [When a Nobel Prize brings a shower of hype: the roller coaster ride of RNAi](https://www.statnews.com/2016/09/29/nobel-prize-rnai-biotech/)

Forbes - [A Gene Therapy Appears To Replace Missing Protein In Muscular Dystrophy Patients](https://www.forbes.com/sites/matthewherper/2018/06/19/a-gene-therapy-appears-to-replace-missing-protein-in-muscular-dystrophy-patients/#35e11b4a5225)

**##**

(Contact Section)

(Can you add the below wave photo or a similar one in the background of this section with white contact copy on top. May need to adjust photo so text is easy to read. I like how you have the contact info laid out now!)

A sign on the side of a mountain

Description automatically generated

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/> )

END OF SITE

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Read More Drop Down Copy

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 into 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, YahooFinance!, Al Jazeera, Bloomberg, Reuters, Financial Times, Fast Company, TIME Wired, Forbes, Business Insider, WSJ, NYTs, and key health trades like Fierce, Modern Healthcare, Becker's, 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 at play.

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 and her BA in English/ History at UMBC. When she isn’t networking at a healthcare conference, you can find her surfing, running marathons or playing soccer with her son.