



News Release

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Dahl named as one of the 2022 Top Hospital Marketers of the Year

For Immediate Release

(COLUMBUS, Neb.) – Kristin Dahl, marketing director at Columbus Community Hospital, was recently named one of the 2022 Top Hospital Marketers of the Year by DTC Perspectives, Inc.

This award recognizes extraordinary hospital marketers across the country for their innovation, creativity and efforts toward better branding for their hospital, health system or facility. Honorees were judged based on industry reputation, accomplishments, innovation and notoriety among their peers, partners and media. Dahl is one of just 25 honorees in the nation.

“We’re proud to honor the accomplishments and creativity of each Top Marketer,” said Scott Ehrlich, CEO, HMN Perspectives. “These individuals drive the industry forward, providing customers with vital information on hospital services.”

Dahl started with Columbus Community Hospital as a marketing coordinator in October 2017. In this position, her primary duty was to help spread the word about the services, staff members and positive patient experiences at CCH. She also assisted with event planning, video production, social media management, media relations and advertising.

She was promoted to marketing director in 2020 and is responsible for implementing and managing the hospital’s advertising and marketing strategy, both from a business and technical perspective.

“Kristin truly deserves this award,” said Amy Blaser, vice president of physician relations and business development. “She has done an amazing job managing and increasing the number of marketing campaigns for our growing hospital and clinics.”

During her time at the hospital, Dahl and the marketing team have won more than 85 advertising awards for the hospital, including Best of Show in the 2019 Service Industry Advertising Awards.



Dahl has helped grow the hospital's online presence by implementing and expanding the organization's social media pages and producing custom videos for the hospital's YouTube account.

She was also instrumental in the hospital's public relations efforts during the COVID-19 pandemic, creating and managing awareness campaigns and educational materials.

Before joining the team at CCH, Dahl received her Bachelor of Journalism in mass communications from the University of Nebraska-Lincoln. Upon receiving her degree, she worked as a news anchor, producer and reporter in North Platte and Lincoln, where she also produced several stories about the medical field.

The 2022 honorees will be recognized at an induction ceremony on Wednesday, April 20, in Boston, Massachusetts, at the 2022 Hospital Marketing National Conference.

The complete list of 2022 Top Hospital Marketers of the Year is available at <https://www.dtcperspectives.com/hmn-ne/2022-top-hospital-marketers-of-the-year/>. For more information on the marketing department at CCH, visit www.columbushosp.org.

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