

# THE Importance of Caring

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my journey into health care



**Kristin Dahl**  
 MARKETING COORDINATOR

Kristin Dahl never had a set plan for her career, but she's always ended up where she was meant to be.

Dahl wasn't one of those high school students who had everything mapped out, but she knew she enjoyed writing, so she decided to get a bachelor's degree in journalism and mass communication from the University of Nebraska – Lincoln. While she was there, Dahl discovered she enjoyed shooting and editing video, which led her to a career in broadcasting – and then to Columbus Community Hospital (CCH).

Before moving to Columbus, Dahl was a news anchor, producer and reporter in Lincoln, and she produced several stories about the medical field.

She was fascinated by the science and tools that are used in health care and how they are constantly changing, but what truly drew Dahl to the health care field were stories she produced about patients. On several occasions, she covered stories of people who overcame injuries and disease with the help of doctors, nurses and therapists.

For example, Dahl covered a story of a man who was involved in an accident that left him paralyzed from the chest down. Thanks to rehab and the new technology that was offered, Dahl was able to witness him learn to walk again.

**"Time and time again, I would see miracles happen,"** Dahl said. **"Eventually, I**

**realized I wanted to stop watching these wonderful things happen and start actually helping to make them possible."**

Shortly after, Dahl accepted a position as marketing coordinator at CCH in October 2017.

In this position, Dahl's main duty is to spread the word about the services, staff members and positive patient experiences at CCH. She also assists with event planning, video production, social media management, media relations and advertising.

Dahl spends the majority of her time developing and promoting major campaigns and events. For example, she recently worked on a campaign to promote CCH's breast care services. The campaign required the marketing team to develop billboards, radio and newspaper ads, social media messaging, articles, press releases and a webpage.

**"This is just a small part of what we do through our department,"** Dahl said. **"Basically, everything that has the Columbus Community Hospital logo is produced by our marketing department."**

Since Dahl's work promotes all aspects of the hospital, it offers plenty of variety.

**"One of my favorite parts about my position is that I get to work with every department in our hospital,"** she said. **"From the doctors and nurses, radiologists, anesthesiologists and respiratory therapists to HR, the Gift Shop and Prairie Wind Café, I get the opportunity to interact with most of our staff."**

Dahl has always felt connected to CCH's staff through her work. But her fellow staff members have also connected with and supported her in a more personal way.

Recently, Dahl and her husband went through an extremely difficult time in which Dahl was away from her work for an extended period of time. While she was away, Dahl said she was contacted in one way or another by a vast majority of CCH's team. From senior leadership to people she had only worked with a time or two, people took time out of their busy days to let Dahl know they were thinking and praying for her family.

**"I have only been working at this hospital for two years, and I already feel like I am a part of a family,"** she said. **"I will never forget the kindness and compassion we were given and I truly feel like it made a difference for us. Columbus Community Hospital is a special place. It's not just a place to work, it's a community."**

If people are interested in a career in health care, Dahl urges them to come experience the special working environment at CCH for themselves.

**"Come to our hospital, shadow one of our team members and learn more about what we have to offer,"** she said. **"You will not only feel like you belong, but you will also start to learn how you can make a difference in someone's life."**

For more information on Dahl or CCH's services and programs that Dahl promotes through the marketing department, visit [www.columbushosp.org](http://www.columbushosp.org).