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Sage Growth Partners Hires Linda Harder for Content Development and Media Relations

Healthcare firm taps communications expert to join expanding marketing practice

Baltimore, MD – Feb. 09, 2016 – Sage Growth Partners (SGP), a Baltimore-based healthcare strategy, operations, marketing, and research firm today announced that Linda Harder has joined its marketing practice as Director of Editorial Services. In this role, Harder will write and support the execution of a broad range of marketing communications projects, including client messaging and positioning, white papers, and article development.

As a seasoned communications executive with more than 25 years of experience, Harder is skilled in writing and content development, media relations, and crisis communications. She is also well-versed in brand strategy and development and has led branding projects for physician groups and hospitals.

With a clinical background in occupational therapy, Harder has special expertise in the healthcare industry and health policy. She previously served as the Vice President for Planning and Marketing at Carroll County General Hospital, and Director of Marketing and Public Relations at St. Joseph Medical Center. Harder was also Managing Editor at Chesapeake Physician Magazine and principal of Blue Heron Communications.

“Linda brings deep healthcare subject-matter expertise and a wealth of experience in developing and executing marketing communications programs,” said Boh Hatter, SGP CMO and General Manager, Marketing. “She is an excellent writer who appreciates the need to be results-oriented. With an expanding demand for marketing and media relations services from our clients, we are fortunate to have Linda join our team.”

Harder received her MBA from Boston University, and holds a Bachelor of Science in occupational therapy from the Washington University School of Medicine in St. Louis.

About Sage Growth Partners

Sage Growth Partners accelerates commercial success for healthcare organizations through a singular focus on growth. The company helps its clients thrive amid the complexities of a rapidly changing

marketplace with deep domain expertise and an integrated application of research, strategy, marketing, and operations.

Founded in 2005, Sage Growth Partners is located in Baltimore, MD and serves clients such as GE Healthcare, Doctor's Community Hospital, Healogics, Availity, Chase Brexton Health Care, LG Healthcare Solutions, St. Jude Medical and Philips Wellcentive. Visit us online at www.sage-growth.com.