

PR Masters Series Podcast, Episode #26 (SPECIAL) – Gil Bashe on Coronavirus, Healthcare and the Future of the PR Industry



Overview

[The Stevens Group](#) has been presenting the [PR Masters Series Podcast](#) for almost two years now. But never has a subject been explored as thoroughly as the role that the coronavirus plays in the present and future of public relations. We've invited [Gil Bashe](#) back to steer us to our collective future as public relations professionals. Gil's medical and healthcare background prepares him well to make observations that the rest of us haven't thought of. You won't want to miss this special edition of PR Masters and learn from the consummate PR healthcare professional, Gil Bashe. This series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to [PR](#), digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession.

About Our Guest



Gil Bashe, Managing Partner, Finn Partners Global Health Practice

Champion for health innovation to sustain life and improve patient care, Gil has been tapped by *PharmaVOICE* “as one of the 100 most inspiring people in healthcare;” included in the *Fast Company* “50 People to Watch in the New World of Work”; chosen as a *MM&M* Top 10 Innovation Catalyst; by *PRWeek/MM&M* as a Top 50 Health Influencer;” recognized by the PRSA Health Academy with its “Excellence in Public Relations” award, and selected for the *PRNews* “Hall of Fame.” American Heart Association and Marfan Foundation advocate for patient engagement and access to care. Gil has led three top agencies cited by *The Holmes Report* as “Healthcare PR Agency of the Year” winners.

Gil is associated with 40+ product launch campaigns for global med/tech and biopharma blockbusters in cancer, diabetes, heart, respiratory, women’s health and non-communicable and orphan disease therapies. His background in payer, provider, policy, pharma marketing and patient-advocacy communications enables him to integrate ideas that impact patient access to care. He enables client messages and ideas to navigate successfully through the complex health ecosystem.

Dedicated to inspiring colleagues to succeed for clients and their customers, he was Group Company CEO, CommonHealth, and at WPP Group sister-company Hill + Knowlton, EVP, Worldwide

Health Practice Director – its first Global Practice Head. He served as CEO of Health!Quest Global Communication Partners, funded by GTCR Golder Rauner, a private-equity firm, now with \$10 billion in active assets.

Gil held leadership positions with New York agency Makovsky, Medicus, a global health-marketing company (today part of Publicis Healthcare), and at the pioneering integrated health-marketing agency Sutton Healthcare Group. As a health lobbyist, he was a director with the New Jersey Health Products Council. He serves on the advisory boards of Lets Win for Pancreatic Cancer, Marfan Foundation and Galien Foundation. He is also a member of the CNS Summit organizing committee and was honored by the Summit for his leadership role in the life science community. He completed his military service as a paratrooper combat medic and staff sergeant. @Gil_Bashe