



**FOR IMMEDIATE RELEASE:**  
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## **HSHS SOUTHERN ILLINOIS DIVISION WELCOMES NEW DIVISION DIRECTOR OF MARKETING, COMMUNICATIONS AND PLANNING**

BELLEVILLE, IL – Hospital Sisters Health System (HSHS) Southern Illinois Division is proud to announce Melissa (Keim) Wildhaber as the new Division Director of Marketing, Communications and Planning for the three hospitals in the division – St. Joseph's Hospital in Breese, St. Joseph's Hospital in Highland and St. Elizabeth's Hospital in Belleville.

(Keim) Wildhaber worked at The ROHO Group in Belleville for 17 years building their marketing department and serving most recently as the Vice President of Marketing, Education and eBusiness Development. She earned her bachelor of journalism in advertising from the University of Missouri-Columbia and masters of arts in marketing from Webster University School of Business and Technology in St. Louis, Mo. She is also an adjunct faculty member at Southwestern Illinois College teaching Advertising and Promotion.

In addition to her experience in healthcare and consumer products marketing, (Keim) Wildhaber is an active member of the American Marketing Association Board of Directors, St. Louis Chapter, where she held the positions of Vice-President of Marketing and President in 2009-2010. She also received the St. Louis Chapter American Marketing Association

Marketing Excellence Award in healthcare non-profit category in 2008.

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*Photo attached separately.*

**About Hospital Sisters Health System**

Hospital Sisters Health System is a Roman Catholic health care mission founded to continue the healing ministry of Jesus Christ. Sponsored by the Hospital Sisters of St. Francis, HSHS provides state-of-the-art health care framed in traditional values taught by St. Francis and St. Clare of Assisi. It is dedicated to serving all people, including the poor and the needy, at each of its 13 Local Systems and physician practices in Illinois (Belleville, Breese, Decatur, Effingham, Highland, Litchfield, Springfield and Streator) and Wisconsin (Chippewa Falls, Eau Claire, Sheboygan and two in Green Bay). For more information about HSHS, visit [www.hshs.org](http://www.hshs.org).