**FOR IMMEDIATE RELEASE**

**HCAM welcomes Lisa Reibsome as director of communications**

LANSING, SEPTEMBER 7, 2022 - The Heath Care Association of Michigan (HCAM) today welcomes Lisa Reibsome as its new Director of Communications. In this role, Reibsome will be responsible for leading communications and public relations initiatives for the association.

“With her vast communications experience, Lisa will be a fantastic asset to HCAM’s membership and the HCAM team,” said Samuel. “She will be a valuable resource as we work to promote excellence in senior care by providing support, information and advocacy on behalf of our members.”

For 16 years, Reibsome served as Director of Communications for the Michigan Grocers Association (MGA) and Editor of the Michigan Food News. In 2018, MGA merged with Michigan Retailers Association (MRA) and she became a consultant to continue as magazine editor and provide communications and marketing support for MRA’s Grocers Division. She has also worked with Michigan Townships Association and the American Hotel & Motel Association. An Upper Peninsula native, Reibsome holds two bachelor’s degrees from Michigan State University’s Honors College.

“We’re excited that many of our members will be able to meet Lisa next week at the association’s Convention & Expo in Grand Rapids,” Samuel added.

*The Health Care Association of Michigan is the leading professional association representing nursing and rehabilitation facilities, including proprietary and not-for-profit, county medical care facilities and hospital-based providers.*