

# News

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## **Galanides Joins The Strategy Group™ as Senior Consultant**

Norfolk, VA – The Strategy Group™ (TSG) today announced that Carla Galanides has joined its team as a Senior Consultant to provide support and coaching for health systems utilizing the firm's StrokeSense® and Women's HeartAdvantage® products. StrokeSense and Women's HeartAdvantage are innovative clinical marketing programs designed to help hospitals and physicians reach and serve consumers at risk for serious disease, and support overall service line growth and development.

Galanides brings to her clients over 20 years of experience in the healthcare industry. For the past 14 years Carla has worked for Sentara Healthcare, which is ranked among the most successful health systems in the nation. There she served as a marketing consultant for clinical programs, new facility and marketing expansion projects and physician referral development strategies.

Carla holds a Master of Arts degree in Audiology from the University of Tennessee where she also earned a Bachelor of Arts degree in Speech Pathology. She is a past board member of the American Marketing Association. She and her family live in Virginia Beach.

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*The Strategy Group is a management consultancy serving the health industry. The firm advises health systems and businesses on corporate strategy, value innovation, competitive positioning and business development to improve market performance. TSG is headquartered in Norfolk, Virginia.*

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