



Paula Yakubik
Managing Partner
MassMedia Health

Paula has 20 years of health care and direct corporate business-to-business integrated marketing experience. She is MassMedia's lead marketing strategist, specializing in patient acquisition and large medical group marketing. The award-winning agency she founded is now a full-service integrated communications firm employing 35 people and handling a diversified client base that spans across the nation.

Paula's drive and determination turned her start-up business into a multi-million dollar corporation that has continued to grow despite economic downturns. She applies the same work ethic that launched MassMedia Corporate Communications into one of the top communications firms in the southwest to help MassMedia's clients prosper in an ever-changing media world.

Paula's clients describe her as an exceptional professional with high standards for quality, accuracy and ethics in business. She is also well known as a hard-working agency owner who has the ability to connect with high level executives and find solutions to their business needs. Her expertise is in brand strategy and development; advertising; public relations, media relations and crisis media relations; social marketing; health care positioning and marketing; and program planning and management.

Paula also serves as a strategic advisor to a number of statewide and national clients, including HealthCare Partners, Ascension Healthcare, HCA Hospital and Iora Healthcare.

She has a rich history in the areas of physician marketing and marketing to segmented audiences. As a respected strategic development expert, Paula guides MassMedia's team of seasoned professionals in the creation of expertly crafted marketing, advertising and public relations campaigns.