



Emily McKenna Promoted to Chief Marketing & Communications Officer at CVHHH



Barre, VT – Central Vermont Home Health & Hospice (CVHHH) is pleased to announce that Emily McKenna has been named Chief Marketing & Communications Officer. In this role, McKenna joins CVHHH’s senior leadership team, with Sandy Rouse, CEO, Kim LaGue, Chief Operating Officer, Kelly Bishop, Chief Financial Officer, Julia Dalphin, Chief Quality Officer, and Rebecca Bowen, Chief Human Resources Officer. McKenna has worked at CVHHH since 2014, when she was hired as Marketing Manager.

“Emily is a great addition to our leadership team,” said Sandy Rouse, CEO. “She is a strategic thinker and brings passion and vision to her work at CVHHH. Emily has an innate ability to translate the work CVHHH does into words and visuals like no other. She is always thinking about how we can best meet the future needs of our community and how to make it easy for those individuals and their families to access our services. I am excited to have Emily join our leadership team as we evolve as an organization to be Central Vermont’s provider and employer of choice.”

McKenna built CVHHH’s marketing and communications program from the ground up. She has developed and executed countless multi-media campaigns to drive growth and awareness of CVHHH’s programs and services, strengthen relationships with community partners and referring providers, and to meet fundraising goals. Her work has improved engagement with key stakeholders and members of the community and vastly expanded CVHHH’s reach through traditional and digital media. “My approach to marketing and communications is rooted in celebrating the people who are part of CVHHH’s community. This includes our dedicated staff, generous donors, and the Central Vermonters who choose us to care for themselves, or their loved ones, at home. I am honored to work at CVHHH and am deeply committed to supporting the organization’s growth.”

McKenna is Co-President of the Board of Directors of Central Vermont Council on Aging, where she has served as a Board Member since 2015. McKenna brings 15 years of strategic communications, project management, creative direction, and content creation experience to CVHHH. She is a graduate of Barnard College in New York City and lives in Elmore with her husband and two children.

About CVHHH

Central Vermont Home Health & Hospice (CVHHH) is a full-service, not-for-profit Visiting Nurse Association committed to providing high-quality, medically necessary home health and hospice care to all central Vermonters, regardless of ability to pay. CVHHH also provides long-term care and health promotion services. To learn more about CVHHH’s services, visit www.cvhhh.org.