Health Care District Welcomes New Marketing and Branding Manager



The Health Care District of Palm Beach County recently welcomed Juliza Kramer to the new role of Marketing and Branding Manager. In her new role, Ms. Kramer will focus on growing the Health Care District's presence in the community and expanding initiatives to engage current and new patients to the safety net system's diverse health care services.

“I am excited and humbled by the opportunity to serve our community and spread the word about all of the amazing work the Health Care District has been doing,” said Ms. Kramer, who has over ten years of experience in marketing and branding in Palm Beach County. “I look forward to raising awareness about all of the quality services we offer in the county that has always been my home.”
Ms. Kramer brings a strong public relations background and experience in both the private and non-profit sectors. The new position is timely as the Health Care District serves in roles never contemplated before the pandemic, such as meeting the need in the community for access to COVID-19 vaccinations and testing.

“For over thirty years, the Health Care District’s diverse services have helped keep our community healthy,” said Darcy J. Davis, Health Care District CEO. “I am pleased to welcome Juliza to our team to apply strategies that will elevate a broader appreciation and understanding of our unique organization and the quality care we provide.”

“We serve Palm Beach County in so many important ways that I myself was not aware of, and I’ve lived here my entire life,” said Ms. Kramer, whose role will cross over into both the Health Care District’s Community Engagement and Communications Departments. “We offer hospital care, Trauma Hawk air ambulance services, primary care clinics, school nurses in our public schools throughout the county, and the list goes on. We want the community to know we are here for them.”

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Medical Executive Committee

Date: April 02, 2024

Location:

In-Person & Zoom Meeting - SEE MEETING DETAILS INCLUDED.

Lakeside Medical Center
39200 Hooker Highway
Belle Glade, FL 33430

Social Media

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