

NEWS RELEASE



FOR IMMEDIATE RELEASE

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MEDIA CONTACT: Camille Sorensen, (458) 803-4047

Umpqua Health Welcomes New Leadership

Sorensen Named Communications Director

ROSEBURG – Umpqua Health is announcing an addition to its leadership team, naming Camille Sorensen as Communications Director effective January 23, 2023. Sorensen is responsible for all aspects of strategic communications on behalf of Umpqua Health, engaging with the organization’s stakeholders including Umpqua Health Alliance members, community partners, health care providers, staff, government leaders and agencies. She is also the main media contact for Umpqua Health and Umpqua Health Alliance.

“I am pleased to welcome Camille to our leadership team, I am confident that she will help capture and communicate the various stories of success we continue to generate at Umpqua Health. Her position will enhance our brand image and position within the marketplace,” said Umpqua Health CEO Brent Eichman. “I believe we have found an individual who has proven experience in the health care communications field and shares our passion for mission driven health care in Douglas County.”

Most recently, Sorensen was the Marketing Manager for Central Peninsula Hospital; a rural, not-for-profit hospital in Alaska. There, she managed all aspects of marketing and communications on behalf of the organization. Camille was also heavily involved in patient and employee engagement activities. Previously, she worked in rural community outreach and economic development, and the tourism industry with a focus on marketing, communications, and graphic design. Camille Sorensen holds a bachelor’s degree in Marketing from the University of Alaska, Anchorage and has over 17 years experience in health care communications and marketing experience.

About Umpqua Health

Umpqua Health is the parent company of Umpqua Health Alliance, one of 16 Oregon coordinated care organizations serving the Oregon Health Plan. The Roseburg-based company and its subsidiaries are focused on expanding access, improving care, and reducing unnecessary costs across the clinical space for more than 35,000 Douglas County residents on the Oregon Health Plan.