



### **Karen Winterhalter, Onyx Health**

Karen Winterhalter is driven by an innate passion and desire to deliver communications programmes that really make a difference to healthcare, Karen founded Onyx Health in 2003, a company that has been at the forefront of developing digital marketing programmes within health communications. In 2010, Karen completed her training to become the first ecademy digital coach specialising in the healthcare and pharmaceutical communications sectors, as she realised that the industry needed to develop a greater understanding of how best to use the new channel of communication.

Karen has over 25 years' experience within the global pharmaceutical industry and healthcare communications field and has developed programmes which have brought about real change and improvements in healthcare. Her experience covers a diverse range of areas, including opinion leader contact at the highest level, market access, advocacy development, social marketing, health policy, issues and crisis management, media relations and strategic management of communications programmes.

She has held several senior positions within global communications companies. These include Chair of EMEA Healthcare at Burson Marsteller and European Director of Healthcare at Weber Shandwick. Within both roles she was responsible for the strategic growth and development of the business and worked directly with clients, helping them address the ever-changing, and ever more complex, communications environment within the healthcare sector.