

MONALI SHAH

HEALTHCARE-INFORMED MARKETING AND CARE COMMUNICATION LEADER

Healthcare becomes more human when families can understand it, trust it, and feel held through it.

ABOUT ME

I am a healthcare-informed marketing and go-to-market leader drawn toward eldercare, hospice, home care, memory care, and family support. My work has always lived close to people: making complicated choices easier to understand, helping teams communicate with more care, and noticing what trust feels like when the stakes are personal.

WHY ELDERCARE

Hospice was the first place I understood that care is not only medical. It is emotional. It is practical. It is deeply human. Then someone I loved entered hospice. My family was trying to understand nursing home care, doctors, timelines, and what hospice actually meant. They were still hoping, asking, and negotiating next steps when he had only hours left. That experience brought the.

HOW I HOPE TO LEARN + CONTRIBUTE

-  **SHADOWING AND LEARNING VISITS**
Time with hospice, home care, nursing home, memory care, and eldercare teams to understand real needs up close.
-  **FAMILY COMMUNICATION AND TRUST**
Support around language, storytelling, education, and clearer communication when families are overwhelmed.
-  **OPERATOR AND COMMUNITY SUPPORT**
Thoughtful help with outreach, partnerships, service experience, marketing, and practical follow-through.

EXPERIENCE HIGHLIGHTS

- ✓ Biology, sports psychology, and an MBA in Healthcare Administration
- ✓ Healthcare plan, claims, benefits, pricing, and care operations literacy
- ✓ Go-to-market, product marketing, sales strategy, and storytelling experience
- ✓ Hospice administration, patient support, and healthcare setting exposure
- ✓ Leadership shaped by advocacy, follow-through, and trust

QUICK ACCESS



SAVE CONTACT

Scan to save email, phone, website, and LinkedIn.



DIGITAL PDF

Scan to open or forward the latest profile.



“

I want to give my time, heart, and experience back to the eldercare space, in whatever way helps people feel more informed, more supported, and less alone.

SHAPED BY

INTUIT

blue  of california

Excellus 

 amedisys

 WVU Medicine

Walgreens

WORKING PHILOSOPHY

- ✓ **Clarity is a form of care.** Clear language helps families understand what matters, what can wait, and what comes next.
- ✓ **Trust is built in the follow-through.** Support is the returned call, the careful note, the next step, and the feeling that someone is still paying attention.
- ✓ **Families carry more than logistics.** Behind every care decision is someone balancing practical tasks with worry, exhaustion, hope, and love.
- ✓ **Communication can lower the emotional temperature.** The right words, said with steadiness, can help people breathe, hear each other, and decide together.