

Media Contact:
Jon Lieb/Anita Bell
Thirty Ink
914-741-2770

Margaret Smith Joins Burke Rehabilitation Hospital as Chief Marketing Officer

White Plains, NY, (March 24, 2021) - Burke Rehabilitation Hospital has announced that Margaret S. Smith has joined Burke as its new Chief Marketing Officer. Ms. Smith will oversee the Hospital's advertising, public relations, online communications and external relations with the goal of bringing Burke's unmatched restorative care to the many patients in need of acute rehabilitation services for strokes, heart disease, brain and spinal cord injuries and neurodegenerative diseases.

"We are so pleased to welcome Margaret as a senior member of the Burke management team," said Jeffrey Menkes, President and Chief Executive Officer of Burke Rehabilitation Hospital. "Along with her experience and skills in the healthcare field, she is a nearly 30-year resident of Westchester County, knows our communities well and prioritizes the wellbeing of our residents."

Ms. Smith comes to Burke from Hospital for Special Surgery in New York City, where she was the Manager of the Lupus and APS Center of Excellence. At HSS she implemented strategies to grow patient volume and professional recognition and referrals, and pioneered educational initiatives to improve care and quality of life for people with rheumatic diseases. She has also worked on community health improvement initiatives and in youth substance use prevention. Prior to working in the healthcare and public health fields, she was an executive in the financial services industry at J.P. Morgan Chase.

Ms. Smith holds a Master's degree in Public Health from New York Medical College, a Master's degree in Business Administration from the University of Chicago Booth School of Business and a Bachelor of Arts degree from Yale University. She is a Certified Health Education Specialist. A longtime resident of Westchester County, she has been an active volunteer leader in many civic groups.

Burke Rehabilitation Hospital is a not-for-profit, acute rehabilitation hospital in White Plains, NY. Founded in 1915 through an endowment from philanthropist John Masterson Burke, it is the only hospital in Westchester County dedicated solely to adult rehabilitation medicine. Burke is a member of the Montefiore Health System, Inc. The hospital offers both inpatient and outpatient programs for those who have experienced a disabling illness, traumatic injury or surgery. For additional information, please visit burke.org.

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