

## WHA Welcomes New Member Relations Manager, Olivia Buell

Olivia Buell joined WHA as member relations manager on July 8. In this key position, Buell will be responsible for managing and maintaining WHA's CRM database and member directory, and ensuring data accuracy and integrity. She will also administer operations of the Wisconsin Hospitals PAC & Conduit. Buell will work closely with internal teams to coordinate member engagement initiatives, including WHA's premiere member event, Advocacy Day, as well as various surveys and communication campaigns.

"We are thrilled to welcome Olivia to the WHA team," said WHA Vice President of External Affairs Kari Hofer. "Olivia brings a wealth of knowledge and experience that will be instrumental in advancing our mission to support and engage our members. Her expertise in data management and member relations will greatly benefit our organization and the broader health care community in Wisconsin."

Buell comes to WHA from Connexus Credit Union where she held roles in both digital banking and marketing. Her background demonstrates a strong commitment to excellence and innovation in member relations and data management.

"I am excited to join the Wisconsin Hospital Association and contribute to the important work being done to support our members and advance health care in Wisconsin," said Buell. "I look forward to collaborating with the WHA team and our members to enhance our services and ensure we continue to meet the evolving needs of our community."

Buell earned a BA in Interdisciplinary Studies and an MA in Executive Leadership, both from Liberty University.



*Olivia Buell*

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