

## Elizabeth Roop Managing Director

As Managing Director of NPC Creative Services, Liz Roop oversees all aspects of the agency and its client services, including strategic plan development and implementation.

Most recently, she has provided direct public relations and/or writing services to such organizations as Gold Standard Inc., Informed Decisions LLC, HealthPlan Services, Kforce Professional Staffing, Kforce Government Holdings, COA Network, E Solutions Corporation, Sunrock Ventures, Landmark Realty Group, Telovations, Tampa Bay RHIO and Florida Behavioral Health Collaborative.

Through strategic partnerships, Liz has also provided public relations services for organizations including McKesson, Practice Partner, the Misys Center for Community Health Leadership, Good Health Network, National ePrescribing Safety Initiative, ICERx.org and Integrating the Healthcare Enterprise (IHE).

Liz has more than 20 years of experience in journalism and public relations. Prior to forming NPC Creative Services, she co-founded and was a partner with RFB Communications Group, Inc. Other professional public relations experience includes account supervisor with Public Communications Inc. and president of On Demand Marketing. Liz also served as public information officer at the University of South Florida and has held public relations positions with two not-for-profit organizations.

Her editorial experience includes serving as managing editor of *Medical Business Gulf Coast Edition* (now *Florida Medical Business*) and associate editor of *Caribbean Tourism Today*. She was a reporter for Associated Press, and for several top daily newspapers including the *Des Moines Register*. Her freelance writing has appeared in a wide range of national and trade publications, most recently in *Hospitals & Health Networks*, *Most Wired*, *For the Record*, *Pharmacy Times* and *Radiology Today*, as well as on *CIO Update* and *ITSM Watch*.

Liz was named one of the Top 40 Under 40 by the *Tampa Bay Business Journal* and is a graduate of the 2002 Leadership Tampa class. An active member of the Tampa Bay Technology Forum and HIMSS, she is also on the MacDonald Training Center board of directors and is a member of the Krewe of Agustina de Aragon.

She holds a Masters in Mass Communications from the University of South Florida and bachelor degrees in journalism and sociology from Drake University (Des Moines, Iowa).