

## **DEENA M. FISCHER, MA, ACC**

Vice President | Business Development  
and Operations | Executive Coach

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A seasoned executive coach and consultant, Deena Fischer supports and challenges healthcare executives through self-awareness and exploration while building new leadership competencies. She is passionate about working with teams to accelerate higher levels of performance and their collective effectiveness. Deena specializes in the unique dynamics and challenges of healthcare environments, working with people experiencing transitions in their careers or major shifts in their lives.

In her current role, Deena also leads business development and operations for MEDI Leadership. Previously, she served as a marketing executive for SSM Health Care in St. Louis, leading strategic brand, marketing and communications for the system's hospitals and multi-specialty physician groups. In that role, Deena also helped steer mergers and acquisitions, consolidations, and financial improvement plans. She also implemented robust employee engagement and physician satisfaction initiatives throughout the system.

Deena earned her coaching certification and accreditation from Hudson Institute for Coaching, including certifications in DisC, Driving Forces, and Emotional Intelligence. She is also certified in Incident Command through FEMA and has served as a public information officer for a multi-state health system. Additionally, Deena holds a master's in Management from Fontbonne University and a bachelor's in Mass Communications from Southeast Missouri State University.

Deena is a dedicated mother to a son and daughter who are very active in athletics and community activities. She believes in the lifelong pursuit of one's passions, values, and vision. She is passionate about life and professional transitions and resilience.