

Meet Meghan O'Brien *Engagement Leader*

At etch, we are forging the way to evolve how value is defined in healthcare. We believe that conceiving innovative solutions to address today's market challenges must be grounded in the interplay of the rational and emotional, how this shapes human behavior and understanding what this means for our customers. That's how we ensure smart ideas become actionable solutions. *As Engagement Leader, Meghan makes this happen.*

Meghan is a seasoned strategic thinker with over 20 years healthcare marketing and advertising experience, across a broad range of clients, categories and challenges. She was born on the agency side—amassing years of experience leading account teams in both the professional and consumer arenas—and has grown up as a consultant, honing a diverse set of skills to meet the demands of the evolving healthcare arena. She embraces the best from both worlds to create unique and dynamic customer experiences.

Given the many communication challenges in today's complex healthcare environment, Meghan recognizes the power and importance of story to engage stakeholders. In leading customer engagements, she creates opportunities to elevate business storytelling skills to ensure greater connectivity and engagement with target audiences. Stories matter and Meghan is passionate about helping clients bring their stories to life.

Meghan received her BA in political science from the College of the Holy Cross. A native Long Islander, she did the unthinkable 13 years ago, and moved to New Jersey. She happily resides in Maplewood with her husband and stepchildren and lives for a good run, followed by a great meal.



A bit about etch

etch is a strategic, customer-centric consulting boutique based in NYC that partners with healthcare customers to enable high quality commercial, operational and organizational decision making through:

- Strategic planning
- Scenario-based thinking
- Behavioral trade-off exploration
- Qualitative retrospective analyses
- Novel ideation & thinkshops



A walk on grass company