

TRICIA GRIFFIN

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Ethical Cultures | Reputation | Crisis Communications

PROFILE

Seasoned health care professional with nearly twenty years of experience building strong corporate reputation programs, managing crises, and cultivating ethical decision-making within organizations. Proven ability to integrate actionable, values-based ethics principles into all areas of business, including strategy, finance, technology, human resources, and communications.

PROFESSIONAL EXPERIENCE

FORTY FIELDS

Founder and Executive Director

2017-Present

Provides ethics education and consulting services to organizations of all sizes and industries. Promotes and strengthens ethical corporate cultures by emphasizing ethics training as an ongoing part of professional development. Ethics training sessions bring employees together to discuss the real dilemmas they face in their day-to-day work. This distinctive approach prioritizes training based on actual lived experiences rather than academic case studies or hypothetical situations. Participants have reported improvements their ability to identify ethical dilemmas, to discuss them in partnership with others, and to explain their decision-making processes. Respondents also report stronger alignment between their personal values and the ethical culture of the organization following these sessions. I also partner with Boards of Directors and executive leadership teams to help with resource allocation, policy development, reputation programs, and crisis management.

SABBATICAL

2016-2017

DIGNITY HEALTH, SAN FRANCISCO

Vice President, Corporate Communications

2013-2016

Led strategic internal and external communications for the \$15 billion health system comprised of 38 acute care hospitals in California, Arizona, and Nevada. Provided daily counsel to members of the Board of Directors, executive team, and hospital presidents on key issues facing the industry, and in which ethics and moral values came into conflict. Regular participation in ad-hoc Ethical Decision-Making Committees that guided the organization's response to issues such as organ donation, patient financial assistance, and employee benefits. My tenure also resulted a comprehensive reputation program ensuring that Dignity Health was known as a quality provider, employer of choice, and a socially responsible organization.

CATHOLIC HEALTHCARE WEST

Director, Media Relations

2007-2013

Responsible for all internal and external communications for major corporate announcements, including mergers, financial disclosures, contract negotiations, clinical quality milestones, and personnel matters. Led response teams for all crisis communications involving lawsuits, adverse patient events, organized labor actions, and natural disasters. Provided media training and staffing for executive leadership during the Affordable Care Act negotiations, including preparing the CEO for meetings with White House staff, members of Congress, and one-on-one meetings with the President of the United States (then Barack Obama).

Manager, Corporate Communications & Issues Management

2000-2007

Primarily supported leadership communications and developed 25+ Subject Matter Expert Guides, which provided the ethical grounding and strategic messaging for the top issues facing the industry (e.g., hospital billing, seismic regulations, staffing ratios, health care reform). Maintained daily contact with reporters, including pitching stories. Conducted day-long and on-the-spot media training. Extensive report writing and analysis for the Board of Directors and executive team.

THE AVRAM MILLER COMPANY, SAN FRANCISCO, CA

Venture Associate

2000

Managed and tracked deal flow activity for \$2 million in angel investments, evaluated business proposals, and provided assessments to support executive investment decisions. I additionally managed and tracked venture fund distributions for use in qualified small business reinvestments.

EDUCATION

MS, Health Care Ethics	Creighton University, Omaha, NE	2020 (<i>In Progress</i>)
Master of Public Health	Creighton University, Omaha, NE	2020 (<i>In Progress</i>)
MFA, Writing	University of San Francisco, San Francisco, CA	2004
BA, English	University of California, Berkeley, CA	1997

COMMUNITY INVOLVEMENT

American Society for Bioethics and Humanities, Chicago <i>Board of Directors</i>	2018-Present
Creighton University, Omaha <i>Graduate Board of Directors</i>	2019-Present
St. Anthony's Foundation, San Francisco <i>Board of Directors</i>	2014-2016
Dignity Health Global Missions, San Francisco <i>Advisory Board</i>	2007-2011
Chabot Space & Science Center, Oakland <i>Volunteer, Mentor</i>	2005-2013
Meditation Instructor	2010-Present