



HEALTH CARE EDUCATION ASSOCIATION

Connecting Patient, Staff & Community Educators, Worldwide

Dear colleagues,

Welcome to a new and exciting year in health care education —2017 promises to be a year filled with opportunities to enhance our profession!

I have been actively involved in the [Health Care Education Association \(HCEA\)](#) for many years, and I am excited to be the President of this organization in a time of many changes in the healthcare landscape. As consumers assume even more responsibility for managing their health and wellness, it is essential that we as healthcare educators continue to enhance and advocate for the expertise we provide. Our reach extends to patients, families, clinical staff, colleagues, students, communities. . . and more.



HCEA President
Janette Helm

Your board has been very active in recent months, beginning with an in-depth review of [our Mission, Vision and Values](#). We focused on building our strengths as we look to the future. Look for increased communication as we use technology to our advantage to share important messages and ideas.

My experience of HCEA has always been one of generous collaboration. We are committed to continuing our practice of sharing resources through formal and informal networking as we work together to address the new and exciting opportunities ahead of us.

I hope you will join us at [our conference](#) in Salt Lake City, September 6 – 8, 2017. We have planned some excellent keynote sessions, and we look forward to learning from those who are presenting. We are also building in time for networking with your colleagues from around the country.

And please, [contact us](#) — ask questions, make suggestions, share ideas. This is a collaborative community, and we want to hear from everyone!

I look forward to meeting all of you, in person or virtually!

Warm regards,
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