



BIOGRAPHICAL SKETCH

Christopher W. Efav

Vice President, Outreach and Development

Chris Efav is Vice President, Outreach and Development for Tift Regional Health System (TRHS). He has been with TRHS since 1997.

TRHS is a leading healthcare provider serving 12 counties in South Central Georgia. Tift Regional Medical Center (TRMC), the flagship hospital for TRHS, is a 181-bed regional referral center offering signature services in surgery, oncology, cardiovascular care, women's health and more. TRHS comprises of TRMC and the TRMC West Campus in Tifton, Cook Medical Center and Cook Senior Living Center in Adel and Tift Regional Physician Group with clinics located throughout the region. TRHS is also a founding partner of Stratus Healthcare and Care Alliance ACO.

Chris leads and manages all aspects of marketing, integrated communications and business development for Tift Regional Health System (TRHS). He is responsible for directing and implementing policies and programs related to public relations, marketing, advertising, community outreach, physician relations and strategic development.

Chris earned a bachelor's degree in communications from the University of North Florida and completed a public relations internship at University Medical Center, now known as University of Florida Health-Jacksonville. He also holds a master's degree in management from Troy University.

Chris is a member of the Society for Healthcare Marketing and Strategic Development and the Public Relations Society of America-Health Academy. He serves on the editorial advisory board for *Healthcare Insight* magazine, a nationally-distributed professional journal for healthcare marketing strategists. Chris is also a board member of the Tifton-Tift County Chamber of Commerce and is a past board chairman of the United Way of South Central Georgia.

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