



NEWS RELEASE

FOR IMMEDIATE RELEASE

For More Information:

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LECOM Health Names Dixon as Communications and Marketing Director

ERIE, Pa. (July 8, 2021) — LECOM Health is pleased to welcome Melissa J. Dixon as director of communications and marketing for Corry Memorial Hospital, Millcreek Community Hospital and Medical Associates of Erie.

In this role, Dixon will manage and implement overall marketing strategies including advertising, community relations, media relations, print and digital publications, and other promotions for the LECOM Health system hospitals and affiliated physician practices.

With 14 years of experience in a variety of communications settings for privately held global companies, national corporations, nonprofit organizations and government, Dixon has helped produce award-winning marketing campaigns, publications and events. Most recently she served as public information officer for the County of Erie, working with county and community leaders to White House staff. Her most notable accomplishment was leading communications throughout the COVID-19 pandemic, for which she fulfilled a crucial role in the incident command system and several task forces.

Dixon holds a bachelor's degree in English and communications from Southeastern University as well as a master's degree in strategic public relations from the George Washington University School of Political Management. She is also a member of the Public Relations Society of America and the Northwestern Pennsylvania Chapter.

“Melissa’s extensive experience in developing effective marketing and communications strategies, building relationships and managing media relations will be a great asset to LECOM Health,” said Jasen Diley, LECOM Health vice president of affiliated services. “We’re pleased to bring her on board to enhance engagement with our respected patients, providers and staff at our LECOM Health system hospitals and affiliated physician practices.”

Born and raised in Erie, Pa., Dixon is a graduate of Iroquois Jr./Sr. High School. After living and working internationally for several years, she returned to Erie in 2018.

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LECOM Health is a highly innovative, multi-faceted health care and education system. As the nation’s only osteopathic academic health center, LECOM Health includes Millcreek Community Hospital, Corry Memorial Hospital, Medical Associates of Erie, LECOM Senior Living Center, LECOM Senior Living Communities, LECOM Medical Fitness and Wellness Center, LECOM Nursing and Rehabilitation Center, LECOM Center for Health and Aging, the Visiting Nurse Association of Erie County, and the Achievement Center of LECOM Health. At the core of LECOM Health is the Lake Erie College of Osteopathic Medicine (LECOM), the largest and one of the most affordable medical schools in the country. Since 1993, LECOM has trained more than 15,000 health care professionals through its cutting-edge, student-centered College of Osteopathic Medicine, School of Pharmacy, School of Dental Medicine, School of Health Services Administration and Graduate School of Biomedical Sciences at campuses in Erie and Greensburg, Pennsylvania, Bradenton, Florida, and Elmira, New York.