



UnityPoint Health  
Des Moines

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"Forty Under 40" Selection Committee  
Des Moines *Business Record*  
100 Fourth Street  
Des Moines, Iowa 50309

To Whom It May Concern:

I am honored to nominate Paige Moore for this year's Business Record Forty under 40 award. Paige is currently serving UnityPoint Health – Des Moines as our Director of Patient Experience and is a rising leader in the organization.

Paige is one of those people destined to do great things in life. She has high aspirations regarding her professional career and has a solid track record, considering her age, of volunteerism and community board involvement. She is well respected by her peers, senior leadership here at UnityPoint Health and other community leaders.

At UnityPoint Health, Paige is responsible for oversight and direction of all aspects of patient experience management, education, monitoring and reporting. Prior to this role, Paige served as our Manager for Patient and Community engagement and as analyst in our business development division. Early on in her career with UnityPoint Health, it was clear Paige had the skills, aptitude and desire to be a leader. She is always the first to volunteer for special project work and always willing to lend her expertise to initiatives within and outside the organization.

Paige is certainly deserving of this important recognition. Everywhere you turn in our organization you witness her presence and involvement. And most importantly, Paige is finding ways to use her leadership skills in the community through her volunteer work with the Greater Des Moines Leadership Institute, the Ronald McDonald house and AHeinz57 rescue. I cannot think of a more deserving, young woman for this prestigious recognition.

Sincerely,

Eric Crowell  
President & CEO