

January 7, 2021

The Business Record
Forty Under 40 Selection Committee
The Depot at 4th
100 4th Street
Des Moines, IA 50309

To whom it may concern:

I am writing to offer my enthusiastic support for Kassi Hoxmeier for your next class of 40 Under 40.

Though Kassi began with MercyOne about one year ago, she has already left a lasting mark on our organization. She joined our organization as Communications Director, filling a new role at a health care system with endless opportunity to build out our communications structure and plans to better reach our 20,000 colleagues across 43 hospitals and 420 clinical sites of care.

Kassi took us all by storm as she jumped right in, building and fixing and innovating across our system. She is a gifted writer and creator, allowing MercyOne to tell its unique story better than ever, and more loudly too. She has already helped us with the ongoing development of our brand, increased awareness of our high-quality, personalized care and ensuring Iowans can best access our services when and where they need them.

Moreover, and probably most important, she joined MercyOne only a couple of months prior to the most challenging times our industry has faced with COVID-19. Time and time again, Kassi stepped up to ensure our colleagues, patients and the public had the most up-to-date information even as it changed minute-by-minute. This was no easy feat as we navigated these uncharted waters, but Kassi made sure we did it thoughtfully, and always with a compassionate, healing tone. She pushed us to be better, and to stay focused and on message at a time when communication became more important than ever in our lives - especially for health care.

I hope you review Kassi's resume, credentials and other letters carefully, as she is very worthy of this recognition and would be a strong addition to your future list of forty.

Thank you for your consideration.

Sincerely,



Robert P. Ritz
CEO

RPR:ds