



**Patric Rayburn**  
**Head of Engagement for Catalyst by Wellstar**  
**Director of Digital Enterprise Communications**  
**Wellstar Health System**

**Patric Rayburn** is the Head of Engagement for Catalyst by Wellstar and director of digital enterprise communications for Wellstar Health System. He leads Catalyst Voice, empowering patients, consumers, Wellstar team members and entrepreneurs to help shape the future of healthcare. Patric also leverages his experience as a strategic communicator to generate momentum and opportunities for Catalyst to create big, bold leaps in delivering better healthcare.

Patric came to Wellstar with over 15 years of strategic communication, public relations, content marketing and executive social media experience. His creative storytelling background and marketing mindset have helped Fortune 500 brands like GE and complex organizations like FEMA and the U.S. Department of Health and Human Services connect with target audiences.

Over the course of his career, Patric has leveraged the spectrum of communication channels to compel audiences to action with videos, blogs, podcasts, press materials and graphics which have received recognition from organizations such as The Telly Awards, Muse Creative Awards and the League of American Communications Professionals. Patric received his undergraduate degree and MBA from Pepperdine University.