

CATHY TOSCANO, MA

Cathy Toscano is a public relations, marketing and communications professional with more than 15 years' experience. She has worked in the industries of healthcare, financial technology and academia and has a proven track record of implementing innovative engagement strategies, enhancing brand image, coaching executives, and navigating through crises and challenges.

She currently serves as the Manager of Marketing and Communications for PRISM Vision Group – the one of the largest ophthalmology administrative services organization in the Mid-Atlantic region with a vision of becoming the country's premier independent eyecare organization. Prior to joining PRISM Vision Group, she held various roles throughout the Barnabas Health system (now RWJBarnabas Health) ultimately serving as Director of Public Relations and Marketing at Clara Maass Medical Center. She also served as Director of Public Relations, Marketing and Communications at Saint Michael's medical center and led the organization through a challenging time, ultimately emerging from bankruptcy to its successful ownership by a for-profit company.



Cathy earned her BA in Communications and her MA in Public Relations from Rowan University in Glassboro, NJ. A life-long New Jersey resident, she enjoys reading, writing, yoga and spending time with her husband and their six-year-old son.

[Cathy's LinkedIn Profile](#)