



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

Media Contact:

Carson Horn

501-515-0849

chorn@comgroup.com

Hannah Phillips

501-680-3216

hphillips@comgroup.com

LITTLE ROCK'S CRESHELLE NASH RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



Dr. Creshelle Nash is The Communications Group's newest Women In Industry inductee.

LITTLE ROCK, Ark. (October 14, 2022) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the agency's weekly series, [Women In Industry](#) (WIN), honoring women nationwide across multiple industries.

This week's WIN inductee is Dr. Creshelle Nash of Little Rock. As the medical director for health equity and public programs at [Arkansas Blue Cross and Blue Shield](#), Nash leads efforts to address health disparities in Arkansas and provides leadership on public programs and products to improve health equity for all Arkansans.

“Dr. Nash’s strides to improve health equity in Arkansas are inspiring,” said [Lisa Van Hook](#), agency principal, Director of Client Services and WIN podcast co-host. “We are proud to showcase her determination to minimize health disparities to ensure more Arkansans have access to quality health care.”

Nash attended the [University of Maryland School of Medicine](#) and holds a master’s degree in public health from the [Harvard T.H. Chan School of Public Health](#). She also completed the [Commonwealth Fund Harvard University Fellowship in Minority Health Policy](#).

As ComGroup’s latest WIN inductee, Nash appears this week as the next featured guest on the agency’s [Women In Industry Podcast](#).

“As I made the transition from individual patient care and population health, I also realized policies that organizations with health plans make and perpetuate are incredibly important,” Nash said during the episode.

ComGroup donated to the [Arkansas Community Foundation](#) in Nash’s name, an organization she supports and that her father co-founded, in recognition of her professional achievements and contributions to her community.

Women In Industry inductees are announced each Friday on The Communications Group’s [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). Additionally, you can find episodes of the Women in Industry Podcast [here](#). For more information on the WIN series, you can find each inductee’s profile at [ComGroup.com](#). WIN inductees are selected through an open nomination process. Nominations are currently being accepted and can be submitted [here](#).

###

About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

About WIN

The Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process, which is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).