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## **New Leadership Takes Shape at Relevate Health Group**

(CINCINNATI, OHIO) Recently, Cincinnati-based Relevate Health Group Inc. announced some strategic leadership changes.

Jeff Spanbauer has been named as CEO, replacing Bill Goldberg, who stepped down to pursue other entrepreneurial interests. Scott Weintraub will continue to serve as president.

According to Goldberg, "Together we have taken a small startup and transformed it into a highly successful company poised for a bright future, and I am very excited about Relevate's future with Jeff at the helm."

The 73 employee Relevate team spans numerous states and works with clients throughout the country. Relevate creates relevant communications with a localized approach to connect clients and their brands with the right target market. The company's client success stories include both hospital and life sciences solutions.

"We will continue to focus on supporting our clients by creating locally relevant communications to inspire healthier communities," said Spanbauer, who is no stranger to Relevate. In fact, he has served as president since 2015 and co-founded the company with Weintraub in 2007. The original company was named Healthcare Regional Marketing and through a merger with Spirit Health Group transformed into Relevate Health Group Inc.

"Jeff is really good at many things, but great at most, which made him the ideal person to move into the CEO role," said Weintraub. "Jeff is accountable, proactive and positive – he really, really cares."

The fast-growing Relevate has achieved premier status as a healthcare marketing service organization. Additionally, the company was named an Inc. 500 winner and is repeatedly recognized nationally as a top 100 healthcare marketing services organization.

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*Cincinnati-based Relevate Health Group provides healthcare marketing services to hospitals and life science companies throughout the United States by creating locally relevant communication solutions. In 2015 Relevate Health Group was founded by merging Healthcare Regional Marketing and Spirit Health Group, two companies that had been serving the healthcare industry for more than two decades. For more information, visit [www.relevatehealthgroup.com](http://www.relevatehealthgroup.com).*