

**PRESS RELEASE:**

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**Pardee welcomes new marketing and communications staff**

*(Hendersonville, N.C.)* Pardee is pleased to announce the addition of three members to its Marketing and Communications staff.

Carey Crowley joined Pardee in February and serves as the Physician Liaison Specialist. She received her undergraduate and graduate degree from Western Carolina University. Crowley's prior experience includes pharmaceutical sales with Eli Lilly Pharmaceuticals and served as the Marketing Director of Spring Arbors of Hendersonville. She is a member of the [American Association of Physician Liaisons](#), [The Asheville Downtown Association](#), Alpha Xi Delta Alumni group and Social Working in Long Term Care.

Betsy Allgood joined Pardee in May as the Media and Communications Manager. Allgood is a graduate of Western Carolina University and attended Utrecht University while working on her undergraduate degree in Communications, Public Relations. Her prior experience includes retail management with Biltmore Estates and served as the Director of Marketing at a multispecialty clinic in Temple, Texas. Allgood is involved in community activities such as the United Way and an active alumna of her sorority, Alpha Gamma Delta. Her professional associations include [American Marketing](#)



[Association](#), the [Public Relations Society of America](#) and the [Society for Healthcare Strategy and Marketing](#).

Lauren Landon also joined Pardee in May and serves as the Marketing and Communications Specialist. Landon is a recent graduate of the University of North Carolina at Charlotte where she received her Bachelor of Science in Communications, Mass Media. She completed a post-graduate internship in Marketing and Communications at Pardee prior to joining the staff.

[Pardee Hospital](#) is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in [Henderson County](#). The hospital has several locations separate from the main campus, including an adult day services center, a health education center in the Blue Ridge Mall, home care services, a rehab and wellness center, a midwifery program, various family and internal medicine practices, and an urgent care facility. For more information or to find a physician, call 1-866-790-WELL (9355) or visit [www.pardeehospital.org](http://www.pardeehospital.org).

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