



Bethany Snyder

Director of Outreach and
Communications

bethany@harbageconsulting.com

Bethany Snyder joined Harbage Consulting in 2016 as the Director of Outreach and Communications with over 15 years' experience in health care advocacy, communications and public affairs. She is an expert in managing strategic communications, leading successful advocacy initiatives, designing innovative outreach and engagement programs, and running high-profile campaigns. Having worked for various health care organizations, Bethany has a passion for expanding health care access and ensuring the sweeping changes to our health care system benefit those most in need.

Before joining Harbage Consulting, Bethany led and implemented the communications strategy for Health Access California, a health care advocacy organization, as Director of Communications. Bethany also led the statewide outreach effort for MNsure, Minnesota's state-based health insurance marketplace, on behalf of the consulting firm Grassroots Solutions. In this capacity, Bethany advised MNsure leaders on the statewide outreach strategy for the 2015 open enrollment period and provided strategic direction to drive strong enrollment and stakeholder engagement. She also provided consultation on direct-to-consumer outreach, strategic communications and marketing, and stakeholder partnership and engagement opportunities. Bethany led a diverse team of 30 who worked with navigators, brokers, outreach grantees and consumer organizations across the state of Minnesota.

From 2009 to 2014, Bethany served as the Health Care Representative for Senator Al Franken (D-MN) in his state office. In this capacity, she managed the Senator's health care stakeholder relations in Minnesota, advancing the Senator's priorities by soliciting feedback and support from stakeholders for key legislative proposals and leveraging and highlighting Minnesota's best practices in health care.

Bethany also played an integral role during the legislative process and through the implementation of the Affordable Care Act and the development of MNsure. Specifically, she worked on the Medical Loss Ratio, the Diabetes Prevention Act and the Basic Health Plan; the Mental Health in Schools Act; the Compounding Quality Act; the Matthew Shepard Hate Crimes Act; the repeal of Don't Ask, Don't Tell; and key nutrition provisions in the Farm Bill reauthorization. Bethany also held leadership roles at Leading Age Minnesota, the American Heart Association-Minnesota and the American College of Obstetricians and Gynecologists.

Bethany received her bachelor of arts in sociology and women's studies from the University of Iowa and has a master's in public policy from the Humphrey Institute of Public Affairs at the University of Minnesota. Bethany enjoys relaxing weekends with her partner, Kris, and their daughter, Evelyn. Having lived most of their lives in the Midwest, her family is excited to enjoy the California weather and explore the great sites across the state.

At the intersection of health care policy, politics and communications.