



Bethany Snyder

Director of Communications
and Outreach

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Bethany Snyder joined Harbage Consulting in 2016 as the Director of Communications and Outreach.

In this role, Bethany leads the communications and outreach initiatives for California's Health Homes Program, which provides care coordination for Medi-Cal beneficiaries with chronic conditions. She also provides communications support to the Coordinated Care Initiative, a demonstration project to integrate Medi-Cal and Medicare benefits for eligible beneficiaries. Additionally, Bethany manages the firm's communications and marketing efforts.

With over 15 years of experience in health care advocacy, communications, and public affairs, Bethany 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, she 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 managed communications for Health Access California, a health care advocacy organization. Bethany also led the statewide outreach efforts 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 to drive strong enrollment and stakeholder engagement. 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/Field Director 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 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. In her spare time, Bethany leads the Sacramento Area Rainbow Families, which provides support, social, and advocacy opportunities for LGBTQ-identified parents in the greater Sacramento region. She and her partner are also donors and active volunteers for the Family Equity Council. Having lived most of their lives in the Midwest, Bethany and her family enjoy the California weather and exploring the great sites across the state.

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