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Boston University Medical Center

Office of Media Relations
720 Harrison Avenue
Suite 909
Boston, MA 02118-2393
617 638-8491

NEWS

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Contact: Lisa Kushnir or
Betty Russell
(617) 638-8491

GILLER APPOINTED TO CHAIR COMMITTEE OF THE AMERICAN HOSPITAL ASSOCIATION

Boston, Mass.--Donald R. Giller, the vice president of marketing and public affairs for the University Hospital (UH) and director of marketing and public affairs at Boston University Medical Center (BUMC) recently was appointed chairman of the Committee on Personal Membership by the American Hospital Association's (AHA) board of trustees.

The 16-member committee acts as a liaison to the AHA board and represents the interests of over 50,000 personal members of the association in advising on the AHA's policy development. The AHA represents approximately 7,000 hospitals in the country.

Giller is the immediate past-president of the American Society for Health Care Marketing and Public Relations, an affiliate of AHA and the largest membership society of health-care communicators and marketing professionals in the country. He also has served as president of the New England Hospital and Public Relations Association.

Giller has been with BUMC since 1971. After serving in a variety of communications roles, Giller was named to head the Medical Center's marketing activities, one of the first health-care marketing positions in the country, in 1980.

In addition to his responsibilities in hospital management, Giller is also an adjunct assistant professor of health systems at Boston University School of Public Health and a member of several committees affiliated with both the

-more-

Page 2

Giller Appointment

medical center and the hospital. He also is a member of the board of directors of Boston's Pine Street Inn, where he also chairs the board's Community Affairs Committee.

Giller received his bachelor's degree from Columbia University, a master's degree in science communication from Boston University School of Public Communication, and a master's of business administration degree from Boston University Graduate School of Management.