

Inforum Panel Discussion/HealthcareNEXT, Oct. 31, 2018 7:30-9:30, Gilmour Center
Alternative Work Environments, Telecommuting & Open Concepts

Facilitator Bio

Synthia Bryant, a media relations specialist at Henry Ford Health System, has more than 30 years of experience in the communications field. Since joining Henry Ford's public relations team in 1997, she has also worked with the System's video, marketing, web and IT phone system teams as a content creator, video producer and voiceover talent.

Long before today's 19 million podcasts episodes existed – Synthia was an early adopter of the new way to broadcast. In 2007 she launched three Henry Ford podcast series that she produced. Medical Minute interviews featured physicians offering bite-sized tips on health. The HeartSmart Podcast provided advice from experts on how to be healthy with proper diet and exercise. The System CEO hosted a third podcast that she produced, which was used to communicate important internal messages to staff and physicians in an engaging manner. Each of the series ran for several years.

A decade later in 2017, Synthia began hosting Henry FordCast, which consists of conversations with Henry Ford experts about a variety of medical and mental health topics.

For more than 15 years Synthia has instructed individuals calling Henry Ford departments to "please hold," "dial 911 if you're having an emergency", or "press zero for an operator." Each evening ends with "the voice of Henry Ford," as she is often called, announcing to Henry Ford Hospital guests that visiting hours are over. She similarly reminds Henry Ford Wyandotte Hospital visitors to let patients rest during the hospital's midday and evening "quiet times."

Before her career path led her to healthcare, Synthia spent almost 20 years in radio as a broadcaster and director of community affairs programming at stations in Michigan and Ohio, including local stations WWJ, WCSX and WQBH.

Synthia is a graduate of Wayne State University and Specs Howard School of Media Arts.

She completed Leadership Detroit's Class XVI program and Flight 11 of Inforum's Executive Leadership Program.