



Jeffrey M. Herschler

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Jeffrey Herschler is currently the President of **FHIcommunications**, a digital media and marketing consulting firm serving Florida's Health Industry. Key accounts include **Miami Children's Hospital, VidaCare Plus, Goldstein Schechter Koch, Accountable Care Options** and **Danna Gracey**.

Launched in January of 2010, **FHIcommunications** serves healthcare clients in the areas of digital branding, e-mail marketing, events and media buying. The firm publishes the digital newsletters **Week in Review, Specialty Focus, Updates in Pediatrics, FHIweekly** and **Game Changers** in addition to producing the website **FloridaHealthIndustry.com**. The company also produces the [Healthcare Roundtable](#).

Mr. Herschler graduated from the **University of Maryland** in 1986 with a **B.S. in Finance** and a **B.A. in Economics**. He is a member of the **Phi Beta Kappa** Honor Society.

He moved to Miami in 1988. There, Mr. Herschler pursued a career in hospitality management. After running the famous **Tropics** nightclub during South Beach's late 80's renaissance, Mr. Herschler joined Brad Weiser's popular Floribbean cuisine, tapas bar concept, **Cafe Tu Tu Tango**. First working in the original Coconut Grove location, he then assisted in the opening of the Atlanta and Orlando branches. Later, Mr. Herschler worked with **Dennis Max's Unique Restaurant Concepts** and managed the successful **Prezzo's** restaurants in South Florida.

In 1997, Mr. Herschler launched a new career in publishing. He "learned the ropes" in the intensely competitive alternative weekly segment with a two year stint at **Miami New Times**. Later he joined the leading worldwide visitor guide publisher, **Guest Informant**. In 2001, Mr. Herschler went to work for **Florida Medical Business**, an award-winning healthcare business magazine read by physicians and hospital executives. There he managed such prestigious advertising accounts as **Memorial Healthcare System, University of Miami, Greenberg Traurig, Medtronic, Eli Lilly** and **Berkshire Hathaway's Medical Protective**. Mr. Herschler's media experience also includes a two year stretch at the **Daily Business Review**.

Mr. Herschler is a current sponsor and former board member of the **South Florida Healthcare Executive Forum**, a member of the **Healthcare Advisory Group** and an affiliate member of the **South Florida Medical Group Management Association**. He has actively served as a member the **American College of Healthcare Executives** for many years. An avid motorcycle enthusiast and amateur chef, Mr. Herschler resides in Coral Gables.

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