

Pembroke Regional Hospital

MEMO

To: All Staff
From: Sabine Mersmann
President and CEO, Pembroke Regional Hospital
Date: May 23, 2025
Subject: New Team Member – Rose Bennett

We are pleased to announce the successful appointment of Rose Bennett to the position of Digital Content Creator at Pembroke Regional Hospital, effective May 26, 2025.

Reporting directly to the President & CEO and working closely with our Public Affairs and Communications Coordinator, Rose will play a key role in capturing and sharing the PRH story. With a passion for storytelling and a keen eye for digital trends, she will help us highlight the incredible work happening across our hospital, engage our community, and celebrate the moments that matter most.

Rose brings with her a wealth of experience in digital media and content creation, and we are excited to see the creativity and energy she will bring to this role.

As part of her onboarding, Rose will embark on a “listening tour” across the organization. Her initial assignment will focus on learning about PRH—our people, our values, and the stories that define us. She’ll be meeting with teams, visiting departments, and connecting with staff to better understand the heart of our hospital. This discovery phase will help shape the authentic and meaningful content she’ll create moving forward.

Please join us in warmly welcoming Rose to the PRH team!

