



Susan W. Beach

Susan Beach serves as senior director of strategic communications for the Association of American Medical Colleges (AAMC). Susan directs AAMC media relations and public relations efforts. She also manages public affairs communications strategy and materials, including advertising, to support of major AAMC advocacy priorities. In addition, Susan oversees AAMC public opinion research projects on topics ranging from general perceptions of medical schools and teaching hospitals to specific advocacy issues including attitudes towards federal funding for doctor training and medical research.

Prior to joining the AAMC, Susan had her own consulting practice where she designed and directed public affairs and communications campaigns for a wide variety of non-profit and corporate clients including the BlueCross BlueShield Association, the Health Insurance Association of America (now America's Health Insurance Plans), the Yoga Alliance, the American Banker Insurance Association, Prudential, and AEGON. She also served as vice president of public relations and communications for the Insurance Marketplace Standards Association, a national standards-setting and compliance organization for the financial services industry. Earlier, Susan directed advocacy advertising and ally development for the American Council of Life Insurers.